MAY 1, 1950

BROADCASTING TELECASTING

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MAY - 3 1950
DETROIT

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The Newsweekly of Radio and Television.

...00 Annually
...ents weekly

Everybody comes to the WLS NATIONAL BARN DANCE

FROM groups of all ages and walks of life everywhere in Chicago and the Midwest come orders for 10, 40, 100 tickets to the one and only WLS National Barn Dance.

One ordinary month brought paid orders for 35 tickets for employes of a Watseka, Ill., plant; 12 for Will Co. Farm Bureau; 23 for a parent-teacher-pupil group from a Decatur, Ill. school; 22 for Lewiston, Ill. Vocational Agriculture students; 65 for Michigan City, Ind., Scouts; 8 for a Chicago girl's birthday party; 30 for the Newton Co. Ind. Hobby Club; 70 for the Polish-American C. of C. of Chicago; 38 for Leslie, Mich. Future Farmers; 37 for Cub Scouts from a Chicago church; 100 for Kenosha Co. Wisconsin Rural Youth.

In 26 years of broadcasting—18 of them in the theater that is packed with paid admissions twice every Saturday night—this one show has endeared itself to every age group among the substantial family folk whose lasting loyalty to WLS means results for advertisers. Sooner or later—because so many listen and enjoy it—everybody comes to the

WLS NATIONAL BARN DANCE

a clear channel entertainment service to Midwest America

WLS, THE PRAIRIE FARMER STATION, CHICAGO 7

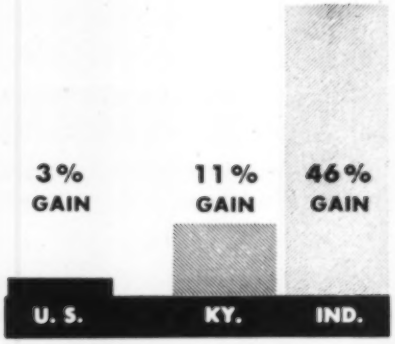
— 50,000 watts — 890 kc — John Blair & Co. Representatives

XUM

Kentuckiana leads the nation...

in crop production gains

The Kentuckiana farmer is making more . . . for the record shows *steadily increasing* yields from such diversified principal crops as corn, soy beans, wheat, oats, barley and potatoes.



Based on U.S. Department of Agriculture figures comparing January-February 1950 with January-February 1949.

WHAS alone serves all of Kentuckiana

with the only complete Farm Programming Service for Kentucky and Southern Indiana

Here is the WHAS FARM PROGRAMMING

Market Report	6:35- 6:45	M thru F
Farm News	6:45- 7:00	M thru S
Noon Markets	12:40-12:50	M thru F
Farm Features	11:30-11:50	Saturday

The Kentuckiana farmers *depend* on WHAS Farm Coordinator Frank Cooley and Assistant Don Davis for up to the minute farm news and market reports. And advertisers have come to *depend* on WHAS Farm Programming for sales results in Kentuckiana.

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

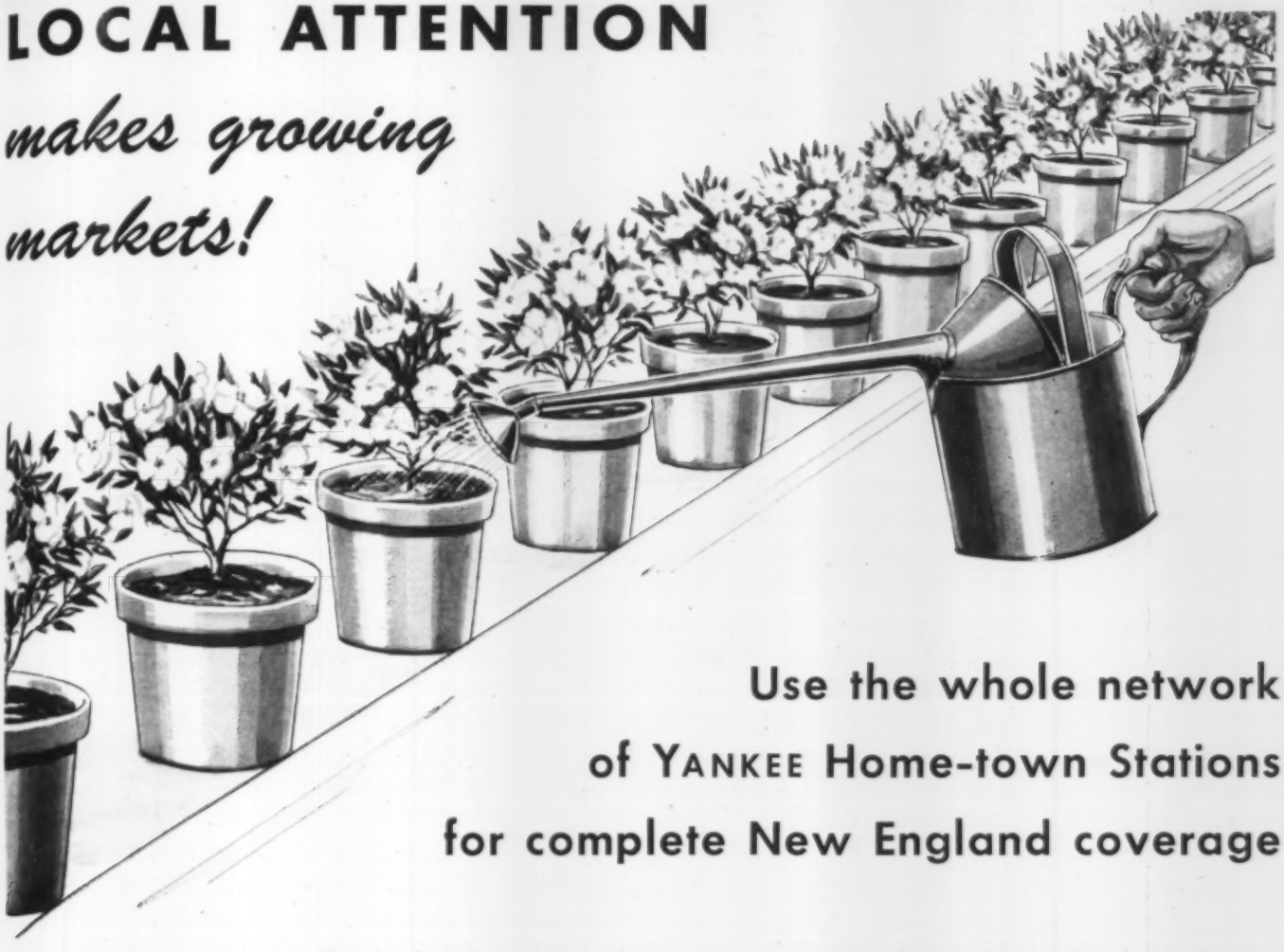
CBS
WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

LOCAL ATTENTION

makes growing markets!



Use the whole network of YANKEE Home-town Stations for complete New England coverage

It's the local coverage that counts! In every key market approached directly through a Yankee home-town station you are bound to make a strong sales impression.

You can't go wrong. A Yankee home-town station gives you complete intensive coverage of its service area, both in town and suburban. It is an integral part of the local scene. It is used by merchants who can push your products. It has the local impact that derives from both dealer and consumer acceptance.

You can cover all New England with local thoroughness city by city, all at one time or in selected groups, with Yankee's 27 home-town stations.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

BROADCASTING at deadline

Closed Circuit

IT'S FOREGONE conclusion that 1951 annual convention of NAB won't be pitched on "Public Responsibility of Broadcasters" format as have been last two annual meetings. Top-level reaction to Chicago sessions fortnight ago is against that theme but new approach will await board action.

ITS ARDOR dampened by inordinate delays and CAA red tape, as well as expanded TV activities (WOR-TV and WOIC Washington), WOR New York has decided to dismiss its tall-tower application for AM, which would have entailed $250,000 investment. Present 450-foot towers at Linden, N. J., which give station phenomental coverage, were to have been replaced with 660-foot towers but CAA has battled move for more than year. Whether application later will be reinstated is undecided.

MARSCHALK & PRATT, New York, has advised stations carrying *Esso Reporter* that re-evaluation of station list—static for 10 years—is now underway. Program is sponsored by Esso Standard Oil Co. four times daily, five-minute shows, on 42 stations.

AMERICAN SOCIETY of Newspaper Editors, which held annual convention in Washington, had difficult time in attempting to resolve views on *Lorain Journal* anti-trust issue. Horvitz Brothers, publishers of newspaper, have attacked government suit as interference with freedom of press, but some editors thought this was flag-waving and that realistic approach had to do with archaic device of refusing space to advertisers who used time on WEOL Elyria, Ohio, and space in a competitive Sunday newspaper. Result: No resolution.

LEVER BROS. (Lipton tea) through Young & Rubicam, New York, preparing spot announcement campaign to start in mid-June.

NEWS SOON will break on biggest TV syndication deal yet, through KTTV, *Los Angeles Times* arrangement with 25 newspaper-owned TV outlets. Agreements were reached and await signature during sessions of American Newspaper Publisher's Assn. in New York, with Harrison Dunham, KTTV general manager, handling negotiations.

RE KTTV syndicate, production of six half-hour packages already has begun at recently acquired Nassour Studios. Feature length and short productions will star such Hollywood celebrities as Buster Keaton, Jerry Colonna, and Zazu Pitts.

LEFT HIGH and dry by premature reports indicating that Gen. Lucius Clay was in the bag as its first paid president, Radio Mfrs. Assn. was without second choice last week-end. Important public personage will be sought, and one name with formidable support is that of well known Western member of Congress. Two other names from military mentioned for post,

(Continued on page 86)

Upcoming

May 1-6: Advertising Week, Hotel Syracuse, Syracuse, N. Y.
May 4-7: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 5: Nebraska Broadcasters Assn., McCook, Neb.
May 7: Ohio Assn. of Radio News Editors, Columbus, Ohio.

(Other Upcomings on page 85)

Bulletins

NATIONAL DAIRY (Sealtest products) through N. W. Ayer, New York, planning to start a spot announcement campaign in markets east of Mississippi, schedule to start this month for 13 weeks.

SPRINGFIELD STATIONS WIN BASEBALL RIGHTS

RADIO STATIONS of Springfield, Mass., area won rights Thursday to continue carrying major-league baseball games, after week-long furore over invocation of local club's veto power and Congressional threat of investigation of baseball's radio-TV rules.

Springfield Cubs, which had asserted their right under organized baseball's rules to forbid any station within 50 miles to carry major-league games while Cubs were playing at home, reversed decision Thursday, President Lawrence A. Reilly of WTXL West Springfield told BROADCASTING.

Mr. Reilly said local club's change in tack, which he attributed to "public clamor," would permit WTXL to continue carrying home night games of Boston Red Sox and Braves, as planned. Day games are carried by WACE Chicopee; WONS Hartford carries both day and night games, while several other area stations carry day games of Boston and other clubs.

Furore developed when Springfield club, which heretofore was at Newark, refused to consent to area stations' carrying major league games while Springfield team was playing at home on Sunday, April 23. Rep. Antoni N. Sadlak (R-Conn.) scored situation in House speech and said he intended to confer with FCC and Antitrust Division of Justice Dept. "to ascertain what can be done in the matter."

WE'RE SORRY . . .

. . . if your BROADCASTING-TELECASTING has arrived late these past three weeks. Bookbinding employes in Washington printing plants have been on a strike and we have had to move up deadlines to rush forms out of town for binding and mailing under special second class permit. We're assured prompt settlement by this weekend and of return to normal schedule.

Business Briefly

BREWERY BUY ● Terre Haute Brewing Co. to place *Boston Blackie*, Frederic W. Ziv Co. program, in 53 markets on year-round basis. Agency, Pollyea Adv. Agency, Terre Haute, Ind.

RED TOP DISCS ● Red Top Brewing Co., Cincinnati, today (May 1) starts five-weekly 15-minute transcribed *Lonesome Gal* on 30 stations in Ohio, West Virginia, North Carolina, South Carolina and Tennessee. Program packaged by Cheshire & Assoc., Hollywood. Agency, Ruthrauff & Ryan, Cincinnati.

CHEVROLET THREE-MINUTE SPOT PLAN PROTESTED

STATIONS, their representatives, and Broadcast Advertising Bureau are up in arms over solicitation of Chevrolet Motor Co. of 50 stations offering three-minute singing commercials on "unique" rate basis. Proposal is that stations add five-minute and one-minute spot rates and divide by two in order to arrive at three-minute rate.

This, it's pointed out, conflicts with established rate structures and also runs counter to NAB commercial code provisions which specify that three-minute commercial is outside limit for 15-minute purchase.

"This is a very dangerous precedent," Maurice B. Mitchell, BAB director, told BROADCASTING. "That kind of time can only be sold within the body of 15-minutes of radio time." Campbell-Ewald is agency for Chevrolet.

A. D. RING ELECTED PRESIDENT OF ENGINEERS

ELECTION of A. D. Ring, Washington consulting radio engineer, as president of Assn. of Federal Communications Consulting Engineers was announced Thursday following AFCCE annual meeting. He succeeds Glenn D. Gillett.

Other officers named: George C. Davis, vice president; James C. McNary, secretary, and Frank G. Kear, treasurer.

AFCCE report showed association, which is participating in FCC hearing on licensing of radio relay stations to consulting engineers for use in adjustment of directional antennas, has been asked by FCC Chief Engineer Curtis B. Plummer to make further study of relay and other facilities needed by engineering consultants in their work. Other AFCCE project, report noted, is continuing review of FCC engineering standards and recommendations of improvements.

Membership additions, report showed, include Comdr. T. A. M. Craven and, in associate membership ranks, J. B. Epperson of Scripps-Howard Radio, and Carl E. Smith of United Broadcasting Co. (WHK Cleveland).

LOWE NAMED BY ESTY

HENRY W. LOWE, executive on Colgate Palmolive-Peet account at William Esty Co., New York, elected vice president of agency.

Station

KRLD

Dallas

does it again

FIRST In Dallas

Operators of

KRLD-TV

Channel

4

4 out of 5

30.3	Weekday Morning: Monday through Friday. 8 a. m. to 12 noon	27.6	Saturday Daytime: 8 a. m. to 6 p. m.
33.1	Weekday Evening: Sunday through Saturday 6pm. to 10:30 p.m.	24.7	Sunday Afternoon: 12 noon to 6 p. m.

February-March Hooper Measurements

50,000 Watts

Exclusive CBS Station

for Dallas and Fort Worth

This Is Why

KRLD

Is Your Best Buy

THE BRANHAM COMPANY *Exclusive Representatives* ★

He Supplies the Tools For a Good Selling Job

. . . and he knows how to use them, whether he's building an audience for his sponsors or hitting the news on the head for his listeners. Says Mr. Walter S. Conway of the Idaho Concrete Pipe Co., Inc., to Station KFXD, both of Nampa, Idaho:

> "More and more in the passing weeks, we can truthfully state without reservation that the good will brought to us is constantly mounting through Mr. Lewis' nightly report of 'The News As It Looks From Here'.
>
> "The prestige coming from such sponsorship is contributing materially to the value of our advertising message."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin. **Bruce Robertson,** *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director,* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title. BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc

Subscription Price: $7.00 Per Year, 25c Per Copy

KGW *Delivers...* COMPREHENSIVE COVERAGE *of*

. . . gateway to Silver Falls State Park

This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

Lumber and agriculture are the economic mainstays of Silverton . . . a city lying in the heart of the greatest food-producing belt in Oregon. And YOU can tap this well-fed economy through KGW'S COMPREHENSIVE COVERAGE!

Besides the usual enterprises of an industrially-awake city, Silverton boasts several saw and planing mills; woodworking and store fixture plants; a large turkey hatchery. Silverton's main agricultural efforts are devoted to prune, cherry, walnut, and filbert orchards, and hundreds of acres of strawberry fields.

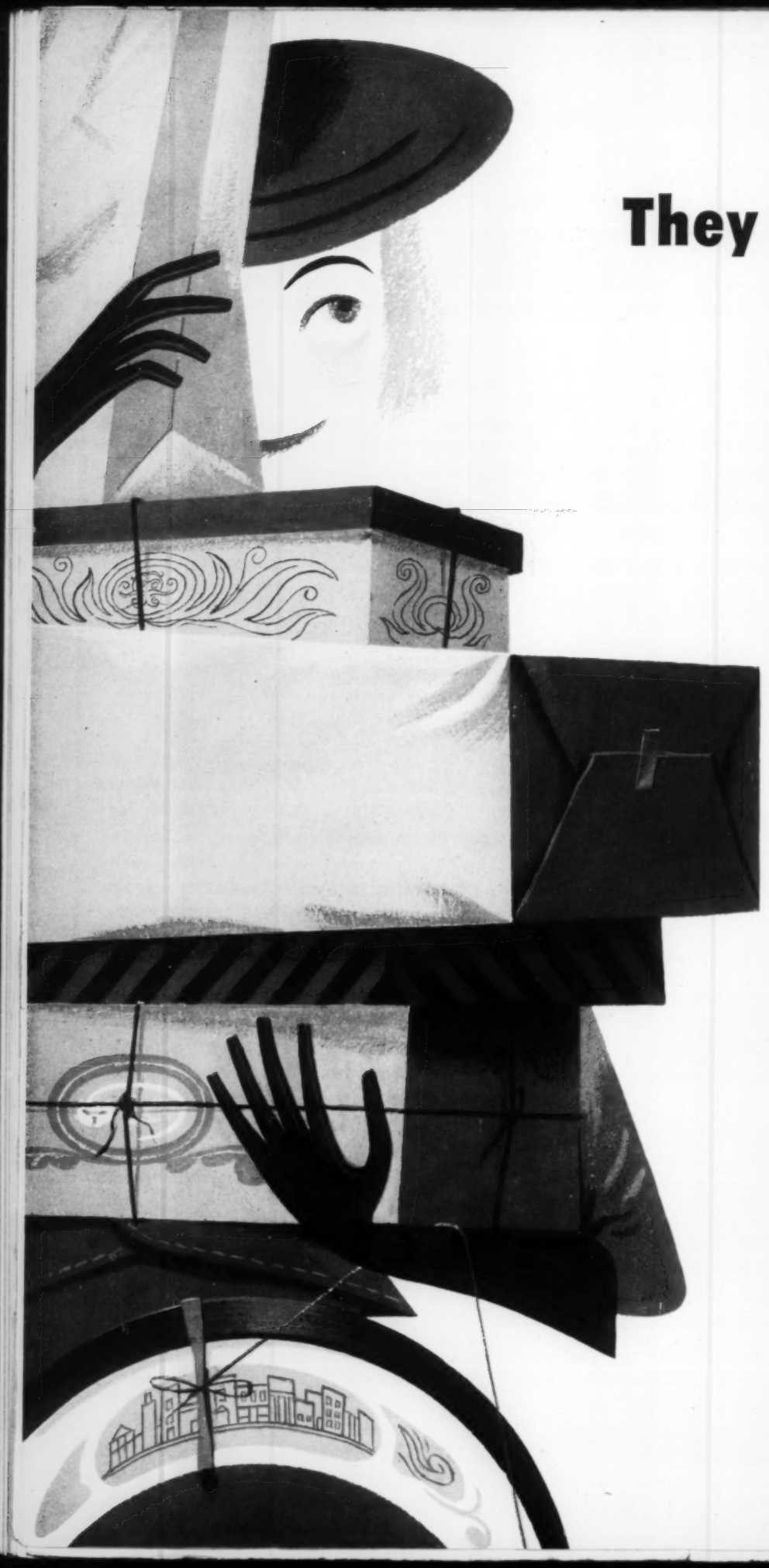
KGW's COMPREHENSIVE COVERAGE DELIVERS SILVERTON . . . as it delivers the rest of the nation's fastest-growing market!

KGW PORTLAND OREGON

620 KILOCYCLES

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



They say American li

NE

nlike to be sold

We think that's true. If there's a better car, a better soap, a better cigarette, a better *anything* at a better price, we want to be told—and sold.

And in a Market as big and rich as America, successful selling means advertising . . . good advertising—in a medium that *reaches* the most people at the lowest cost.

Just how much bigger that Market is, will be revealed in the 1950 Census: an increase of 20,000,000 people; 7,000,000 more families; and an increase of 21% in family real income. Network Radio, too, is bigger: 12,000,000 more radio families and nearly twice as many sets as in 1940.

If you are an advertiser: if you are a manufacturer and seller of products or services, you will be vitally interested in an additional fact—proved by Radio's own Census, the Broadcast Measurement Bureau in its Study No. 2: *NBC reaches the biggest weekly audience in all network radio.*

The combined total weekly audience listening to the stations of NBC Network is 35,430,000 families (daytime) and 37,750,000 (nighttime). *That's 3,000,000 families more than the daytime audience of the second network, and 4,870,000 families more, at night.*

To sum it up: if you want to sell America in a big way, you can use no medium that is bigger, more powerful, more economical than Network Radio—and of all the networks, NBC is No. 1 because NBC is Bigger, Busier, More Economical . . .

BIGGER—The stations of the NBC Network (as proved by B.M.B.) have the largest combined weekly audience in all America—larger than any other network or any other advertising medium.

BUSIER—NBC is selling more products and services for advertisers, day and night—and in 1949, advertisers invested more money in NBC than in any other network.

MORE ECONOMICAL—NBC today costs considerably less per 1,000 homes reached than it did 10 years ago—and NBC today reaches more people at lower cost than any other national advertising medium, including the other networks.

Today, more than ever, to sell America you need

BC *America's No. 1 Advertising Medium*

A service of Radio Corporation of America

To a Madison Avenue Time Buyer

with other things on his mind

975 miles west of you on U. S. 30 lies Iowa. Have you ever seen Iowa corn fields in late June? A New Englander, enjoying the experience for the first time, said they looked like "green corduroy." We, with a radio station to grind, prefer to think of them a short time later, when the green has turned into golden buying power. *Iowa's corn yield is the highest of all states.*

Have you ever heard the cry "sue-ee-e" bring ham-on-the-hoof to feeding troughs? In Iowa hog-calling is a fine art, and its practitioners hang their masterpieces in ever growing bank accounts. *Iowa produces more pork than any other state.*

Another sound that breaks the good clean air of Iowa is "here chick, chick, here chick." It means spending money to most Iowa farmwives. Poultry sums aren't chicken feed, either. *Iowa is the highest egg-producing state in the Union; the value of its poultry exceeds that of any other state.*

But you haven't time for more rural symphonies. Besides, agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4 billion annual income of individuals.

Bill Quarton (WMT's g.m.) probably thinks this is already too long, but he's mighty fond of facts so maybe he (and you) will hold still for a couple of dillys. Practically every day Eastern Iowa's WMT talks to an army of 192,620 families. Their per capita income increased last year more than that of any other state. They have money to spend for everything from toothpicks to Cadillacs. They constitute a market worth reaching—and WMT reaches 'em.

Please ask the Katz man for additional data.

5000 WATTS 600 KC

WMT CEDAR RAPIDS

DAY & NIGHT

BASIC COLUMBIA NETWORK

New Business

HOLLYWOOD CHARM PRODUCTS, New York (cosmetics), appoints William Warren, Jackson & Delaney, New York, to handle its advertising. Radio will be used.

COLGATE-PALMOLIVE-PEET Co. appoints Street & Finney, New York, to handle advertising of its Coleo, denture cleanser.

WEBSTER-CHICAGO Corp. (recording and equipment), Chicago, releases first in new series of TV spots (six 20-second) distributed nationally on May 1 for cooperative sponsorship. Second series slated for September. Schedules for 13 weeks.

DAVEGA STORES Inc., New York (sporting goods retailer), names Ben Sackheim Inc., same city, to handle its radio and television advertising.

PEERLESS CAMERA STORES, New York, contemplating summer television spot campaign through Moss Assoc., New York.

CONMAR ZIPPERS, New York, sponsors television show *Cafe Continental* featuring talent from London and Paris, in eight TV cities for ten weeks. Show was filmed abroad by John Nashi Productions Inc., New York. Eight cities where program is placed are WNBT (TV) New York, WBZ-TV Boston, WPTZ (TV) Philadelphia, WSB-TV Atlanta, WBAP-TV Dallas, WBKB (TV) Chicago, KSD-TV St. Louis, KNBH (TV) Los Angeles. Firm also planning spot campaign for fall.

Network Accounts • • •

LANGENDORF UNITED BAKERIES Inc., San Francisco renews *Red Ryder* on 14 Don Lee network stations, Tues. and Thurs., 7:30-8:00 p.m., PST, for 52 weeks. Agency: Biow Co., San Francisco.

GILLETTE SAFETY RAZOR Co. will sponsor Kentucky Derby, racing classic from originating point at Churchill Downs, Saturday, May 6, on CBS. Company also will sponsor 15-minute film of race on CBS-TV interconnected network Sunday, May 7, 10:30-10:45 p.m., and on non-interconnected stations on Tuesday, May 9. Maxon Inc., New York, is agency for Gillette Co.

SCANDINAVIAN AIRLINE SYSTEM launches 38-week campaign on Midnight Sun Broadcasting stations, KFAR Fairbanks and KENI Anchorage, Alaska. One-minute live spot announcements will be used. Agency: Wendell P. Colton Co., New York.

SNOW CROP MARKETERS DIV. of Clinton Foods Co., New York (frozen orange juice), through May 20 sponsors 10-10:30 p.m. portion of *Saturday Night Revue,* NBC-TV's 2½ hour variety show. Maxon Inc., New York is agency for Clinton Foods.

GENERAL FOODS, New York (Post cereals div.), begins sponsorship of Brooklyn Dodgers Saturday afternoon home baseball games on CBS. While games will not be available to WCBS New York, network's key station, they will be heard where they do not conflict with territorial rights of other clubs. Agency for Post Cereal Div. is Young & Rubicam, New York.

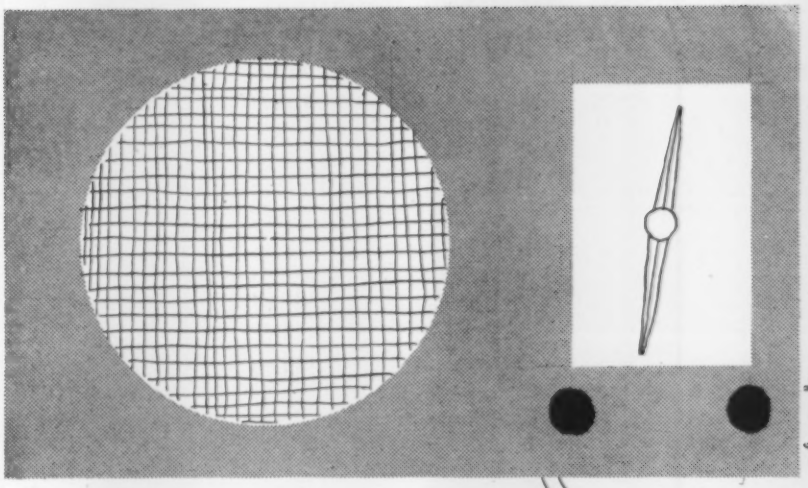
ARNOLD BAKERS Inc., Norwalk, Conn., transfers *Faye Emerson Show* from NBC-TV to CBS-TV, Sunday, 10:30-10:45 p.m., from May 21 until *Fred Waring Show* begins summer hiatus, when *Emerson* show will take over 9-9:15 p.m. time slot. Agency: Benton & Bowles, New York.

Adpeople • • •

DAN W. LAYMAN, formerly account executive with Young & Rubicam Inc. Hollywood, on Hunt Foods, named vice president in charge of advertising and sales promotion for Bramhall Co., Pasadena (manufacturer of Unmask and other cosmetics).

CHARLES GANSHOW, with American Cigarette & Cigar Co. since 1911, as its auditor, appointed a vice president. New directors are: **ALFRED F. BOWDEN,** assistant to president of American Tobacco (parent company); **ALAN C. GARRETT,** advertising manager since 1947; and **JOHN G. LANGE,** assistant treasurer since 1947.

KPRC



celebrating 25 years in houston

FIRST station in houston

26% ahead of second station total rated periods,—
Hooperatings October 1949 thru February 1950

to sell houston and the great gulf coast area buy

KPRC

FIRST in the south's FIRST market.

KPRC

HOUSTON

950 KILOCYCLES • 5000 WATTS

NBC and TQN on the Gulf Coast

Jack Harris, General Manager

Represented Nationally by Edward Petry & Co.

Advertisement

From where I sit *by* Joe Marsh

His Punch is His Signature

Was on the train up to Central City the other day and when the conductor came around, I asked him why their ticket punches make such odd-shaped holes in the ticket.

"Every conductor in the country has a different design for his punch," he tells me. "Some even show up a fellow's preferences. Now take mine. The hole looks like a beer goblet."

Sure enough! Then he went on to say that the punch is just like the conductor's personal signature. Makes it easy to trace tickets . . . to check up if something happens.

From where I sit, even though your ticket is punched differently from mine, it still gets you where you're going. Just like people with their opinions. You might like coffee, another person, tea—and I'll settle for a temperate glass of beer. But what does it matter, so long as we respect the *right* of the other to have tastes and opinions? We're all trying to go in the same direction—towards a friendlier, more pleasant world for all of us.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Agencies

I. R. HILL, Grant Advertising vice president, appointed director of agency International Division at New York. He is to co-ordinate Grant's foreig operations and supervise activities of Colgate-Palmolive-Peet, Coca-Col Export Corp. and International General Electric. He joined Grant as directo of South African Div. in 1948 from Bruce International Adv. Ltd.

ALICE V. CLEMENTS succeeds her late husband, **ISAAC W. CLEMENTS,** president of Clements Co., Philadelphia agency. Mrs. Clements has been co head of firm since it was founded in 1932, and is in charge of agency's radio and television activities. **ROBERT H. SMITH** and **STANLEY F. SQUIRE** electe vice presidents of company. **DAVID S. ROBERTS** elected treasurer an **KATHERINE E. KING,** media director, named secretary.

EDWARD MOTTERN, copy chief of Raymond Spector Co., New York, ap pointed vice president in charge of all creative activities.

STANLEY HINDEN, formerly with Blumberg & Clarich Adv., New York, join copy staff of Flint Adv. Assoc., New York.

DAVID L. RAND, former account executive at Roy S. Durstine Inc., New York joins Grey Adv. Agency Inc., New York, in similar capacity.

ALBERT A. LOGAN elected to board of directors of W. Earl Bothwell Inc. Pittsburgh. He also was elected secretary of corporation.

DONALD E. JORDAN, copy director of Grant Adv. Inc., New York, name domestic account supervisor in addition to his present duties.

MRS. RUTH FARQUHAR, responsible for planning and production of copy fo several Procter & Gamble brands at Biow Co., New York, appointed specia assistant to **Milton Biow,** agency president, to work on special projects in ad vertising and merchandising of P&G brands to women.

JAMES S. COHAN appointed director of television productions for Wm. N Scheer Adv., Newark, N. J. He previously was continuity director of WAE Syracuse, N. Y.

GERTRUDE MICHALOVE, former vice president of Theodore Sills & Co., Chi cago and New York, and **ROBERT M. DONALDSON,** former director of sale and advertising for Magnetic Power Inc., join Young & Rubicam. Miss Micha love will work in public relations department and Mr. Donaldson in merchan dising department of agency.

ALDEN JOICE named assistant media director at Goodkind, Joice & Morgan Chicago. He will assist **FLORENCE NEIGHBORS,** media director and secretar of agency.

STEPHEN DiMARCO, formerly with advertising department of a New York department store, joins DiMarco-Von Loewenfeldt Assoc. San Francisco, a account executive.

J. E. McCONNELL Jr., till recently manager of Montreal office of McConnell Eastman & Co. Ltd., appointed managing director of agency, and manager o Toronto office. **JOHN M. EASTMAN** appointed vice president of agency an chairman of its planning and merchandising board. **DONALD M. COUTTS** senior account executive, appointed a vice president. He has been with agency since 1922, headquartering at Toronto office.

JOSEPH B. WALLACE, former freelancer, joins Biow Co., San Francisco.

TED KELLEY, formerly with Cecil & Presbrey, New York, and before that with BBDO, joins radio-TV department of McCann-Erickson Inc., New York as timebuyer succeeding **JIM RESOR,** resigned.

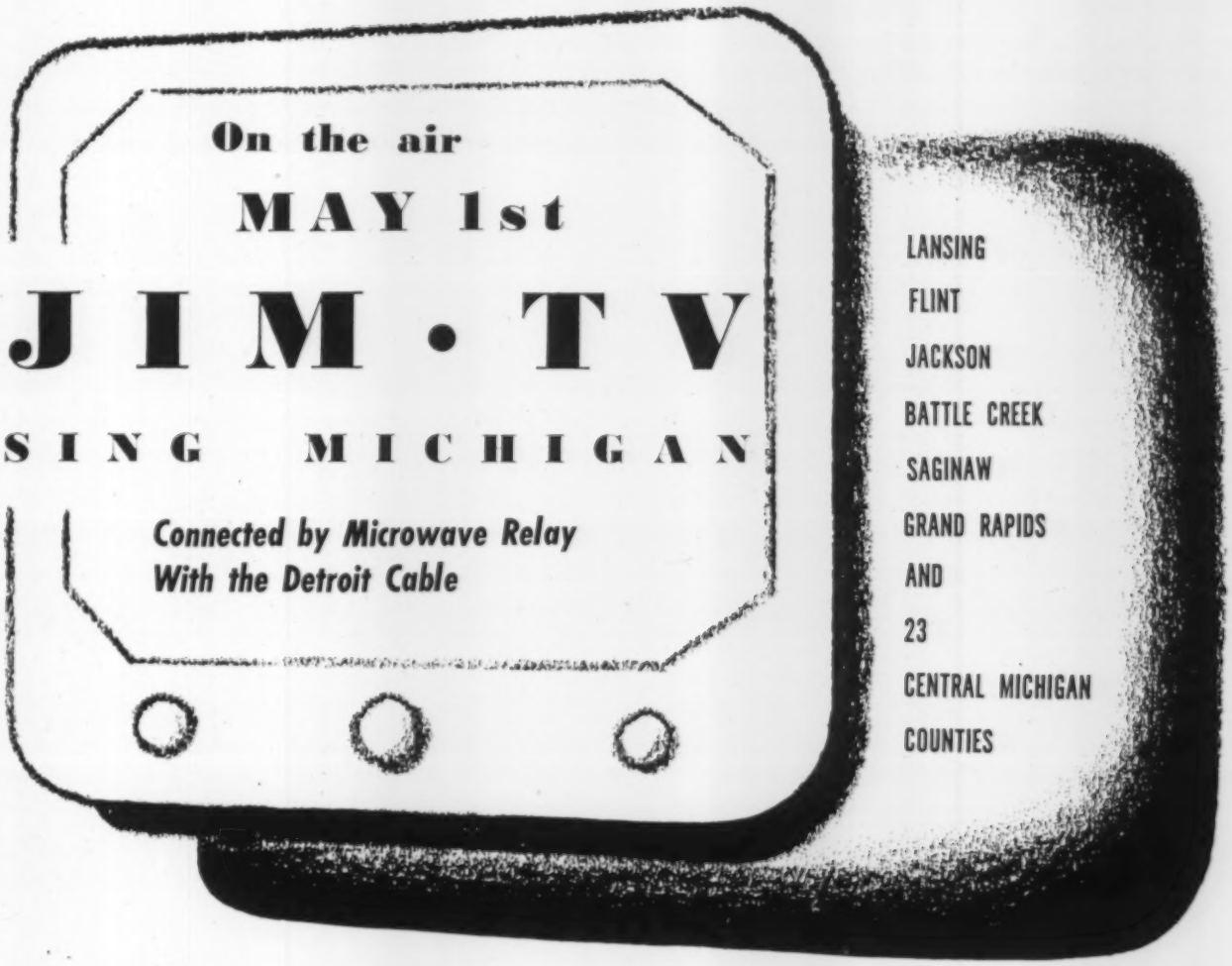
TATHAM-LAIRD Inc., Chicago, elected to membership in American Asso of Advertising Agencies.

PLATTE-FORBES Inc., New York, opens new branch in San Francisco. Office will be located in Russ Bldg., 235 Montgomery St. **THOMAS F. COSGROVE** is president of firm.

New Addresses: FRANK L. BLUMBERG Adv. moves to 800 Cathedral St. Baltimore 1, effective May 1. **DENMAN & BETTERIDGE,** Detroit, moves to new and larger quarters at 518 Buhl Bldg., Detroit 26. **SHAW-SCHUMP Adv.** transfers activities to 409 Colorado Bldg., Denver, and **The KATZ Agency** moves its New York offices to 20th floor of 488 Madison Ave., New York 22. Phone number is Pl 9-4460. **PEARSON ADV. Agency,** New York, moves from 50 East 42nd Street to new and larger quarters at 250 Park Ave. **SCHWAB & BEATTY Inc.** changes location to 488 Madison Ave., New York 22. Phone is Murray Hill 8-3813.

A million people in the picture . . .

A billion dollars buying power . . .



You'd call it "big screen" coverage—so big that it reaches over 200,000 BMB families with 1.3 billion to spend. And so clear that hundreds of Michigan viewers have phoned and written their appreciation.

Not often does a new major market TV station offer three great TV networks. That means choice adjacencies tucked snugly around the best of NBC, CBS and ABC will go to wise buyers who want ground-floor opportunities at starting-gun rates.

Want availabilities? . . . Central Michigan? . . . a million people with a billion dollars? We've got them. Get them from H-R Representatives. Better Hurry.

The more powerful . . . **WJIM • ABC** *for Lansing*

The brand new . . . **WJIM • TV** *for Central Michigan*

And . . . **WGFG • ABC** *for Kalamazoo*

• *just ask* **H-R** *Representatives*

Liked Hecht Story

EDITOR, BROADCASTING:

There are very few Mondays that pass by without my reading BROADCASTING, but such a thing did happen with your issue of April 3. When I finally got around to it over this week-end, I read with pleasure the very nice article about our Hecht Co. television programs "They Buy What They See," on pages 4 and 5 of TELECASTING

Many thanks again for the excellent coverage of what we believe is a real pace-setting program.

Harwood Martin
Harwood Martin Advertising
Washington

* * *

Radio Repeat Plan

EDITOR, BROADCASTING:

A year ago BROADCASTING printed an article proposing that network affiliates in strong TV areas give serious thought to the possibility of rebroadcasting top radio programs during daytime hours. Since my last letter on that proposal, developments on the "TV-heeby-jeeby" fronts strongly demonstrate the need for such a plan. . . .

The backbone of radio audience growth has always been good programming. The cost of a good radio program can more easily be amortized by means of daytime repeats than by cutting down on rates or quality of talent. . . . Network radio is painting itself into a vulnerable corner. . . . It can't justify the expenditure for good programs at night and it doesn't have the availabilities to rebroadcast the program during the daytime. . . .

Network radio is being aided and abetted by the big agency groups . . . (and) the accounts, big ones, move as slowly as the big agency in discovering their plight. . . .

Last year we had offered to act as the guinea pig for the network-independent rebroadcast plan. Chester is only 12 miles from Philadelphia. All four networks, four television stations and 13 independents serve the same general area as we at WPWA serve. A rebroadcast of four or five nighttime programs from each of the four networks would prove our contentions:

(a) The cost of big-name programs could be cut in half by getting full use of the program;

(b) The quality of the programming would result in increased sets-in-use. . . .

(c) Sponsors would get more results for slightly more cost, thereby providing the additional budget for TV. . . .

This is a challenge to both agencies and networks. If it goes unanswered the sponsor will certainly provide the answer in time. It's time to boot the ostrich in the tail feathers and have him pick his head up out of the sand.

Lou Poller
President
WPWA Chester, Pa.

* * *

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Says Issues Nailed

EDITOR, BROADCASTING:

Congratulations upon the editorial—"NAB's Hidden Issues"—in the April 17 issue of BROADCASTING. You certainly hit the nail on the head!

Eliot C. Lovett
Attorney
Washington, D. C.

* * *

Two Bob Elstons?

EDITOR, BROADCASTING:

Imagine my surprise when some . . . announcers at KCMO started telling me goodby and congratulating me on my new job. Actually, I had made no plans to leave . . . and was floored when they showed me an article in the April 3 BROADCASTING (page 82) that Bob Elston was appointed sports director at KIOA Des Moines. . . . Apparently, there are two of us with identical names—I wonder if the other Bob Elston is any relation or if the name just struck his fancy and he took it . . .?

Bob E. Elston
KCMO
Kansas City, Mo.

* * *

Hits Rate Cutting

EDITOR, BROADCASTING:

Congratulations on your editorial, "Rate Card Ravishing," in the April 10 issue of BROADCASTING. I want to join forces with you and anybody else who believes in radio enough to be able to sell it intelligently and see if we can't discourage "rate cutters" out of the industry or else get them sold on the best advertising medium. If this can't be done radio standards will drop to the bottom while TV will soar to the top. . . . A few advertisers are spending what they can and should spend anyway, so let's hold the line and let TV build its own business without letting it have radio's plus by cutting rates.

. . . in towns like mine without TV it seems that radio is bigger and better than ever; therefore, we should be able to do a better job and get a better price for it. . . .

(Continued on page 20)

John Reed King, Quiz Master on Give and Take, C.B.S.

"Now, sir, are you ready for the next question about metals?"

QUESTION What is our cheapest metal and what does it cost per pound—5¢, 19¢, 75¢?

ANSWER *Steel is our cheapest metal.* And Steel is sold at an average price of *less than* 5¢ *a pound,* f.o.b. the mills, by America's more than 200 steel companies. That's why steel is so widely used.

Steel works for EVERYONE

See how Steel's average price compares with that of other metals. Recent prices have been ranging like this:

Steel	**5¢ lb.**	**Aluminum**	**17¢ lb.**
Zinc	**10¢ lb.**	**Copper**	**19¢ lb.**
Lead	**12¢ lb.**	**Antimony**	**25¢ lb.**
		Tin	**75¢ lb.**

AMERICAN IRON AND STEEL INSTITUTE • 350 FIFTH AVENUE, NEW YORK 1, N. Y.

Hooper* Says:

WSJS STAYS ON TOP!

• Morning
• Afternoon
• Evening

*Hooper Station Listening Index
Winston-Salem, N. C.
December, 1948

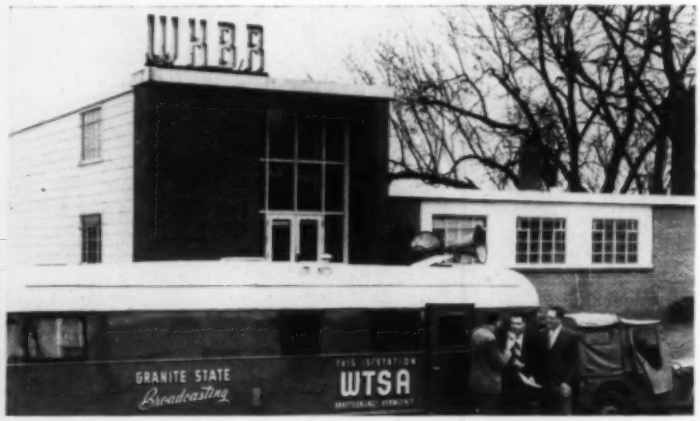
NO. 1 MARKET IN THE SOUTH'S NO. 1 STATE

• WINSTON-SALEM
• GREENSBORO
• HIGH POINT

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC AFFILIATE
Represented by
HEADLEY-REED COMPANY

Feature of the Week



WTSA parks in front of WKBR as Granite State executives (l to r) Norm Bailey, program director; William Carlisle, publicity director, and Mr. Rust exchange comments.

* * *

SOMETHING new has been added to the broadcasting business. A station now can have a flat tire, be flagged down for speeding or pull up to Joe's Garage for a grease job.

In all probability none of these things will happen to WTSA Brattleboro, Vt., now that it has been anchored safe and sound at its home base.

WTSA is the completely-equipped station that officially made its debut a fortnight ago from a trailer located permanently at its Brattleboro transmitter site. It operates fulltime with 250 w

(Continued on page 67)

On All Accounts

A TRUE veteran of the broadcasting business is Bromley House, vice president and radio director of Gregory & House Inc., a husband-wife agency partnership in Cleveland, Ohio.

Back in 1928 while attending Arthur Jordan, the musical conservatory of Butler U. in Indianapolis, young House won the Atwater-Kent singing award for Indiana and found himself behind the microphone as chief announcer and baritone soloist for WFBM in the state capital. A real Hoosier, he was born April 27, 1909, in Franklin, Ind.

BROMLEY

From a June Sunday in 1928 until the present time Bromley has been a very active part of the radio industry, progressing through assignments ranging from program director, program manager, copy chief, announcer and soloist on various stations and networks including WLW Cincinnati, WXYZ Detroit and the Michigan radio network, and WTAM Cleveland. And all the while Bromley House continued his musical education.

When he was program director at WKBF Indianapolis (now WIRE) Bromley hired as announcer a close friend and fellow Hoosier, Brace Beemer, now better known as the Lone Ranger. Later Mr. Beemer, as chief announcer of WXYZ, returned the favor, and hired Bromley. It was in Detroit in 1936 that Bromley in partnership with Mr. Beemer got his first agency experience.

In 1938, while in Cleveland on business for the agency, young House met Honor Gregory, who had just started in business for herself. Very shortly thereafter the agency partnership Gregory & House Inc., was formed — coincident with their marriage vows. The agency has progressed, and largely through Bromley's interests and background in radio, is very active in radio and television.

Included in the radio and TV accounts the agency handles are The Pilsener Brewing Co. of Cleveland, maker of POC beer, which uses both radio and television; The Marshall Drug Co., a retail drug store, using television; Spang Baking Co., radio and television; RKO Theatres of Cleveland, radio and television—to mention only a few.

Bromley's principal hobby con-

(Continued on page 82)

"VIC" DIEHM says:

Watch

Your

Profits

Triple!!

when you air your Sales Message on

WAZL

HAZLETON, PENNA.

for further Enlightenment write to Vic Diehm
or
Robert Meeker Associates
521 Fifth Avenue, New York City 17, N.Y.

From All Points

SESAC SELLS

1. The SESAC Transcribed Library
2. The SESAC Script Service
3. The SESAC Catalog of Bridges, Moods & Themes
4. The SESAC Program Guide
5. A COMPLETE TRANSCRIPTION PROGRAM SERVICE FOR AS LITTLE AS $40 A MONTH! (Based on your advertising rate card)

CHEERS FROM THE NORTH!!!

CKY, Winnipeg, Manitoba, Canada

"Your library is SESACtly what a station requires for good and varied programming."

RAVES FROM THE SOUTH!!!

WMUU, Bob Jones University, Greenville, South Carolina

"Using your 'Here Comes the Band' program regularly . . . thank you again for the catalog of moods and themes . . . use it a great deal and have found it very handy."

APPLAUSE FROM THE EAST!!!

WBNX, New York, New York

"SESAC Library a valuable addition to daily programs . . . shows with SESAC selections have met with enthusiastic audience response."

HUZZAS FROM THE WEST!!!

KCSB, San Bernardino, California

"The night we received the Library, we went over its fine points . . . next day sold a sponsor . . . which more than pays for the transcription service for a year."

This Can Be YOU! — PROFITS and $ $ $ — Yours For The Asking!

Clip This Coupon and Mail to

SESAC, INC.
475 Fifth Avenue
New York 17, N. Y.

We would like to receive:

_____ TERMS AND PARTICULARS ABOUT YOUR TRANSCRIBED LIBRARY PROGRAM SERVICE
_____ AUDITION DISC OF THE FOLLOWING SERIES AS INDICATED BELOW
_____ SERIES A AMERICAN FOLK MUSIC, SQUARE DANCES, COWBOY, HILLBILLY AND WESTERN SONGS, BARBER SHOP QUARTETS
_____ SERIES B BAND MUSIC
_____ SERIES C CONCERT MUSIC
_____ SERIES H HAWAIIAN MUSIC
_____ SERIES N NOVELTIES
_____ SERIES R RELIGIOUS MUSIC, GOSPEL SONGS, HYMNS, SPIRITUALS, ORATORIOS, ANTHEMS
_____ SERIES S SOUTH AMERICAN AND SPANISH MUSIC

RADIO STATION _____ CITY AND STATE _____

NAME _____

ADDRESS _____

POSITION _____

SESAC INC., 475 Fifth Avenue, New York 17, N. Y.

These leading radio stations vary in power, network affiliation and types of markets served. The one thing they all have in common is Good Management, which automatically means top listening values for the audience, and top advertising values for you.

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives
Since 1932

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

Open Mike

(Continued from page 14)

Before cutting rates, I suggest checking the potential in retail sales (greater than you think), number of advertisers (also more than you think), number of advertisers with newspaper (fewer than you think), and number advertising in other mediums (still fewer than you think). Some are hardly advertising enough to realize it; you realize then how much you need to pound the streets, write letters, promote and work like h---. Then if you can't sell it and you're sure no one else can; close your doors and help keep others open.

Jimmy Childress
General Manager
WHCC Waynesville, N. C.

* * *

Re: Craig Barton

EDITOR, BROADCASTING:

You inadvertently listed Craig Barton in Production Personnel for April 10, 1950, as "personal representative of Martha Graham Foundation in Europe." Mr. Barton is not connected with the foundation. He is Miss Graham's personal representative on the Continent for her first European tour which begins in June.

Thanks for correcting this point. . . .

Harry L. Koenigsberg
Publicity Director
WFAA-KBTV(TV) Dallas

* * *

Cites Iowa Tourney

EDITOR, BROADCASTING:

I enjoyed the comments by Mr. Coy, Chairman of FCC, in the March 27 edition of BROADCASTING, concerning the Indiana state basketball tournament, and feel the Iowa cause deserves a "chair at the head table," too! The Hawkeye State basketball tournament series is under the auspices of the Iowa High School Athletic Assn. . . .

. . . There were more than 20 individual radio stations giving play-by-play descriptions of the action from "radio row," and this figure does not include the individual stations receiving reports from "feeder" stations at courtside. Some stations fed many stations via an intra-state network which gave Iowa listeners a complete and thorough coverage and permitted them to hear the reports through their favorite radio outlet. The quarter-finals, semi-finals, consolation and finals were filmed and subsequently televised over WOI-TV Ames, Iowa. You can see the vastness of the radio coverage which varied from the 100 w station to the 50,000 watter, to give the avid Hawkeye State fans, each minute of the red-hot basketball tournament series. All along the way in the elimination series, too, radios were giving the word picture of the fortunes of the teams starting with the sectional and continuing right on through to the state finals at Iowa City. I believe sincerely, that there is no other sporting event that can compare, in Iowa, at least, with the State High School Basketball Tournament. Regardless of whether the local team is entered or not the interest is amazing. All Iowa listens to the . . . series, it's a real testimonial for radio, and the sponsors realize this, too. The Iowa High School Athletic Assn. does not charge any fee for the radio stations to broadcast the tournaments, all they ask is permission to judge that the sponsors used are in good taste with their policy of high school play-by-play events. Around 100,000 fans saw the state tournament . . . in Iowa City, the remaining Iowans heard it.

Bud Suter
Program-Sports Director
KGIO Mason City, Iowa

WOHI Aids Fliers

TWO OHIO airmen are thanking WOHI East Liverpool for its help in guiding them safely through a recent blinding snow storm. Pilot Robert H. Mays of East Liverpool and Richard Stoddard of nearby Calcutta took off in bad weather. The storm continued, so Mr. Hays snapped on the automatic direction finder, located the WOHI beam, and brought his plane in on radio compass.

The West Coast's

MOST POTENT INDEPENDENT

Don B. Miner Company advertising 304 South Kingsley Drive • Los Angeles 5 • DUnkirk 8-3301
October 26, 1949
Radio Station KTRB
Modesto,
California
Gentlemen:
Please accept our heartiest congratulations for the splendid job your station accomplished for the Kerr Glass Manufacturing Corporation in its 1949 radio campaign. Your record in obtaining the lowest cost per inquiry for the Kerr home canning booklet is definitely worthy of our highest praise.
Listed below are the stations from the total of 83 used, and the lowest cost per inquiry in order of rank:
KTRB Modesto, California
KSAL Shenandoah, Iowa
KFAB Grand Island, Nebraska
WJJW Topeka, Kansas
KCBC San Francisco, California
WGAC Augusta, Georgia
KFWB St. Joseph, Missouri
WFBC Greenville, South Carolina
WCCO Minneapolis, Minnesota
KFXJ Grand Junction, Colorado
congratulations and our sincere thanks for the fine results
Terri Brady/js

"Of the 83 stations used, KTRB obtained the lowest cost per inquiry for the KERR home canning booklet."

KTRB MODESTO California

860 kc 5000 watts AM ● 104.1 mg 16000 watts FM

ON THE AIR 20 HOURS DAILY—AM—FM

Wm. H. Bates, Jr., General Manager

Represented by

W. S. GRANT CO., INC. • SAN FRANCISCO • LOS ANGELES • CHICAGO • NEW YORK

A BROADCAST QUALITY TAPE RECORDER AT MODERATE COST

The WEBSTER ELECTRIC **Ekotape** *Network Model*

is Compact! Convenient! Efficient!

For the radio station requiring top performance from a portable unit, the Ekotape Network Model provides all of the features necessary to produce broadcast quality recordings in the field or in the studio. Large, clearly calibrated and easy to handle controls; 4½" illuminated VU meter; Cannon XL receptacles; zero level 500 ohm input and output jacks and 6 ohm monitoring jack; fast forward and rewind speeds 10 times the normal playing speed . . . these are just a few of the features that make it outstanding among portable, moderate-priced tape recording units. If you haven't already heard the Ekotape Network Model, contact your nearest dealer and arrange for a demonstration today or write direct to the Webster Electric Company, Racine, Wisconsin. Net professional price..... $595.00

WEBSTER ELECTRIC

Webster Electric Company, Racine, Wisconsin. Established 1909

"Where Quality is a Responsibility and Fair Dealing an Obligation"

PERFORMANCE FEATURES:

OVERALL SIGNAL to noise ratio: Over 35 db.

NOISE LEVEL: Playback amplifier—47 dbm.

FREQUENCY RESPONSE: 80 to 6,000 cycles ± 3 db.

SPEED VARIATIONS: Less than 1/10 of 1% instantaneous variation.

TAPESPEED: 7½" per second.

"Ordinarily our agency doesn't make presentations. But in this case..."

You know how it is. When the big, important accounts are at stake, agencies will do pretty nearly anything to make an impression.

One way an agency can make a good impression is to recommend W·I·T·H in Baltimore. Because a *little* bit of money produces such *big* results on W·I·T·H.

Here's why: W·I·T·H regularly delivers more listeners-per-dollar than any other station in town. And at such *low* costs!

For a full presentation about W·I·T·H, just call in your Headley-Reed man.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 38, No. 18 WASHINGTON, D. C., MAY 1, 1950 $7.00 A YEAR—25c A COPY

HORSE RACE BILL IN STRETCH

May Call Broadcasters

TALK of subpoenaing radio and TV station officials to testify on the Justice Dept.'s bill to ban interstate transmission of "gambling information" (S 3358) developed last weekend as a Senate subcommittee neared the end of its second week of hearings on the measure.

The possibility was attributed to broadcasters' failure to appear voluntarily to present their views. Observers felt the subcommittee members, being in a position personally to hear and witness radio-TV handling of racing information in the Washington area, might want to examine the problem from the station operators' standpoint, by subpoena if necessary.

The subcommittee hopes to complete hearings this week.

Concurrently it was confirmed that FCC itself is surveying selected broadcasters and telecasters on their policies and procedures in broadcasting horse-race information.

Detailed questionnaires have been sent out by the Commission seeking data on time segments devoted wholly or partially to such information: specific types of information given (entries, scratches, jockeys and jockey changes, track conditions, odds, off-time, results, prices paid, etc.); and average elapsed time between end of race and broadcast of results.

Wants Sponsor Data

The Commission also wants to know the sponsors of such broadcasts, the products advertised, the rates charged, the extent of station efforts to prevent illegal use of the information, and the degree of cooperation with local and state law-enforcement officers. Other information requested includes policy on interruption of continuity to give race results, source of racing information, and the nature of any complaints which may have been received.

These collateral developments came near the end of a week in which FCC Chairman Wayne Coy, appearing before the subcommittee on Monday, reiterated FCC's opposition to the Justice Dept. bill and offered the Commission's substitute proposal [BROADCASTING, April 10, 17, 24].

FCC's substitute would concentrate its fire on the transmission of information on bets, odds, or prices paid in betting on sports events. These would be prohibited in interstate commerce. Justice Dept.'s far broader definition of prohibited "gambling information" would be eliminated, the hour's time lag which Justice Dept. proposes for the broadcast of horse race results would be removed, and radio and television stations would be free to carry as many races as they please.

The FCC plan also would impose a $1,000 fine and/or a year's imprisonment upon each violator, whereas the Justice Dept. measure provides no criminal penalty and would leave enforcement largely up to FCC.

Consider All Proposals

Sen. E. W. McFarland (D-Ariz.), chairman of the subcommittee, said the committee will consider "all proposals" but suggested it may adopt a combination of the FCC plan and the Justice Dept. bill.

Sen. Homer Capehart (R-Ind.), a committee member, came out flatly in favor of the Commission proposal over the Justice Dept. measure, however.

"Your bill makes so much more sense, in my mind, than the Attorney General's bill, that there's just no comparison between the two," Sen. Capehart told Mr. Coy afterward. But he said he still was not satisfied that gambling activities cannot be curbed at the local and state levels, and that he felt the views of prosecuting attorneys should be subpoenaed.

Chairman Coy, appearing Monday, was followed at the subcommittee's next session — two days later — by James J. Carroll, St. Louis price maker and so-called "betting commissioner," who insisted that curtailing interstate transmission of gambling information would have little overall effect on the scope of gambling.

Mr. Carroll, who quotes odds on events from horse races to presidential elections, said the best solution would be to legalize gambling and thus bring it under federal regulation.

Chairman Coy, accompanied by FCC General Counsel Benedict P. Cottone and other Commission staff members, submitted to the subcommittee copies of a long-secret FCC wartime staff study of telephone and telegraph facilities used in the dissemination of racing information.

WWDC, WTUX Decisions

He also submitted copies of two decisions relating to the broadcast of racing data. One was the Commission's WWDC Washington decision; the other was an examiner's initial decision in the pending WTUX Wilmington, Del., case, accompanied by exceptions which were filed by the general counsel.

(The WWDC decision, issued in January 1948, held that in broadcasting horse-race information "the intent or design to assist the carrying on of illegal activities must . . . be clearly evident," before it is contrary to public interest, but that program balance also is essential. The examiner's WTUX decision, issued last December, held that WTUX carried programs "with an almost reckless disregard of their potential use" for illegal purposes but proposed to grant renewal of license, which the general counsel is now opposing.)

FCC Objects to Bill

Chairman Coy said the Commission has two basic objections to the Justice Dept.'s bill: (1) the "indefinite character" of its definitions of "gambling information," and (2) failure to provide a criminal penalty for violations, which he feared would make enforcement "a matter of administrative interpretation and regulation."

Citing the bill's definitions, he asked: "What type of information with respect to a sporting event can fail to 'assist' or 'facilitate' gambling activities on that sporting event?"

"The Commission," he continued, "is convinced that any enactment of such vague definitions of prohibited types of information can

(Continued on page 46)

BAM PLANS

Start on Small Basis, Miller Says

THE new Broadcast Audience Measurement Inc., successor to Broadcast Measurement Bureau as industry coverage service, will start out on a small basis and develop gradually, despite its million dollar capitalization, NAB President Justin Miller told BROADCASTING last week.

BAM is to take over the assets, liabilities and responsibilities of BMB next month, following a May 9 meeting at which the BMB board is slated to make the transfer official.

Final BMB liquidation should be completed within two months. Dr. Kenneth H. Baker, acting BMB president on loan from directorship of the NAB Research Dept., will return to NAB on a parttime basis this month. The department's operations have been carried on by C. Meryl Sullivan, assistant director, who has resigned effective May 1.

BAM incorporation papers were filed a fortnight ago in Delaware [BROADCASTING, April 24]. Its incorporators will elect directors and officers, and then appoint committees to start preliminary studies, including plans to sell stock.

First of these studies will be a review of BMB's second coverage project, which was discussed at the NAB Management Conference in Chicago. Under consideration is a plan to make non-subscriber station data more widely available [CLOSED CIRCUIT, April 24]. This would help BMB pay off its near-$100,000 debt to NAB. At present non-subscriber data are available to subscriber stations for their own coverage areas but other parties must obtain such data through subscriber stations.

"Don't expect things too fast from BAM," Judge Miller said. "It must study the whole audience measurement and coverage field and come up with a plan for industry consideration. BAM is not a high-pressure organization. It will start on a small basis and grow. For the time being BAM will do no actual research."

Planning Group

Preliminary work on BAM has been under direction of the NAB Audience Measurement Committee, which met during the Chicago convention. Incorporators are Henry P. Johnston, WSGN Birmingham; J. Harold Ryan, WSPD Toledo; Charles C. Caley, WMBD Peoria, Ill.; Frank M. King, WMBR Jacksonville, Fla.; Clyde Rembert, KRLD Dallas; Robert T. Mason, WMRN Marion, Ohio.

NAB'S MANAGER

Ryan Faces Heavy Duties

WILLIAM B. RYAN, former general manager of KFI Los Angeles who takes over today (Monday) as NAB general manager, will find himself in the vortex of a group of problems involving the immediate future of the industry's trade association.

Though NAB has just emerged relatively unscarred from a peaceful convention, it faces a critical network situation and much of the load of meeting this touchy dilemma will fall mainly on Mr. Ryan. He will have just two weeks prior to a May 15 NAB-network session to acquaint himself with the details of NAB's $800,000 budget and the complex series of industry-service functions centering at Washington headquarters.

NAB President Justin Miller told BROADCASTING Thursday that Mr. Ryan will handle the budgetary and structure part of the May 15 meeting with network officials. He previously had described this meeting as an "olive branch" session in which the two industry groups will work out common problems [BROADCASTING, April 24].

Meeting Lineup

While networks will take part in the May 15 conference on the vice presidential level, President Miller will head NAB's delegation. Flanking him besides Mr. Ryan will be key department heads who will answer any questions on particular functions. G. Emerson Markham, director of the TV Dept., will speak for NAB's video activities, for example. Television is expected to be one of the main topics, with the proposal for a TV code likely to be discussed (see code story page 50).

Judge Miller said there is no move under way to change the status of networks from associate to active membership though he personally would prefer that they be active. "I've always believed networks should be active members and be represented on the board," he said. "They made the decision to become associate members and the by-laws were amended accordingly. The right hand of fellowship is always out to them to participate on the board if they want to, but of course I do not speak for the board."

NAB department heads will meet with Judge Miller May 11 to review plans for the network meeting, which he described as "a way of working out our mutual problems and understanding each other."

Two Networks Cited

Talk persists, however, that at least two networks would like to resign from NAB because they aren't happy about the headquarters operation. The May 15 meeting may clear the air.

If the networks resign from NAB and then pull out their owned stations as active members, the association will be plunged into a crisis with Judge Miller and Mr. Ryan in the middle. Appointment of Mr. Ryan as general manager may serve to quiet some of the network criticism.

That's the darker side of the headquarters picture as Mr. Ryan takes over the operating helm at NAB. On the brighter side is the fact that the flurry of resignations just prior to the April 1 dues increase has been stopped. On top of that, the dismal cash surplus picture that had many heads shaking a few weeks ago is looking up and NAB is hopeful it now is over the financial hump.

As an experienced station operator and former NAB board member, Mr. Ryan will be in a familiar territory when he takes over the fourth floor NAB office once occupied by the former executive vice president, A. D. Willard Jr.

He will be responsible for NAB budgetary operations and work with the Finance Committee in preparing a June budget report for the board meeting in Washington.

"Mr. Ryan will take over all this desk work I've been doing," Judge Miller said. "This will include the handling of correspondence from stations. He will have full authority to direct staff operations except those of the president and general counsel. There will be no question about his right to supervise the staff.

"NAB has never gone beyond its budget since the Portsmouth, N. H., reorganization last summer. Our budgetary problems developed a year ago when we loaned BMB $75,000 out of surplus, provided an extra $67,000 for Broadcast Advertising Bureau, encountered a series of newspaper-station resignations because of BAB and then paid substantial separation salaries to personnel affected by the Portsmouth reorganization.

Cut Into Surplus

"Previously the association had cut into its original $350,000 cash surplus by spending about $280,000 for the present headquarters building, including cost of improvements. There is no mortgage on the building though the board gave me authority last year to negotiate a mortgage if necessary. I felt there was no need of paying interest when we could operate without carrying a loan.

"The smaller stations are actually making a larger contribution to NAB now than before the series of March resignations and income

(Continued on page 84)

TUGGING at the NBC microphone is Burgess Meredith (r), star of a new weekly drama series called *High Adventure* (4:30 p.m. EST, Sunday) which marks the entrance of its sponsor, Shulton Inc., maker of Old Spice for Men products, into network radio. George L. Schultz, vice president, Shulton Inc., gets a close view of Mr. Meredith's rendition of a script.

SALES NEED

Emery Points Up Challenge

AMERICA's new challenge is all-star advertising and all-star selling, asserted Carlyle Emery, vice president of Ruthrauff & Ryan, at Chicago's Radio Management Club Wednesday.

He outlined the points on each of the "stars": For advertising—a universally accepted product, a copy story with an appeal to self-interest, repetition, backing up of advertising with merchandising and human or public relations. For selling—an ambitious salesman who loves his job, a convincing and complete sales story, interestingly and enthusiastically told, repetition, merchandising, and "more than a glib tongue, with closeness to people."

"We must set up a selling machine, as we have a need now for advertising and merchandising such as we haven't had in 50 years or more," Mr. Emery said. "The ability to sell hasn't kept pace with our ability to make things. Consumption has been slighted in the rush for increased production."

"It's now and is going to be a knock-down, drag-out fight for the consumer's dollar, which can only go so far. The substitutes have been pulled out and the regulars are now in there working. It'll be a long time before we can sit on the sidelines again because of the heavily competitive situation."

Mr. Emery concluded by saying that advertising men who "make things happen" and "take orders for clients today and make orders for clients tomorrow" are the sparkplugs of the business."

Coca-Cola Replacement

COCA-COLA Co., through its agency, D'Arcy, New York, will sponsor Percy Faith and his orchestra as a summer replacement for the Edgar Bergen-Charlie McCarthy show, Sunday, 8-8:30 p.m., on CBS starting June 4.

NATL. GUARD

Gardner Won't Seek Account

GARDNER Advertising Co., St. Louis, announced last week that it will not compete for the National Guard account which expires with Gardner June 30. Agency has held the contract since Aug. 5, 1947. The account is opened to competitive bidding each year.

The service placed between $45,000 and $50,000 in radio time over AM-TV-FM stations during its recruiting drive last fall. Radio was credited largely with helping the guard attain its successful campaign which brought nearly 400,000 men into the fold by Jan. 1, 1950 [BROADCASTING, Dec. 12, 1949].

Major E. L. Smith, chief of the NG Bureau's information office, praised Gardner agency at a recent briefing on the 1950-51 contract for conducting a "highly successful program."

Drawn for BROADCASTING by Sid Hix

"Sorry Mr. Van Stuff, we can't accept your business—it would put us in a higher NAB bracket!"

NEW NABET CONTRACT

ABC, NBC Sign

AT 2 O'CLOCK Wednesday morning a group of tired negotiators shook hands and announced that agreement had been reached on the major terms of a new contract between ABC, NBC and the National Assn. of Broadcast Engineers and Technicians to succeed the one expiring at midnight last night (April 30). Announcement came at the end of a negotiating session that had started about 7 p.m. on Monday and had continued without interruption for some 31 hours.

The new NABET contract will run for 18 months, starting today (Monday, May 1), covering the technical employees of the two networks for both radio and TV operations, who will receive an average overall wage increase of 8%. The union had asked for a 10% wage boost at the beginning of negotiations.

$35 Per Man Boost

New wage scale means, on the average, a wage increase of about $35 a man, it is understood, although complete details were not immediately forthcoming as company and union attorneys at press time were busily engaged in putting the oral agreement into writing for the new contracts. Top engineering employes at the two networks will now average $559 a month, without overtime, it was learned.

Two other major issues, in addition to the wage demands, were dealt with by the negotiators, who included Joseph A. McDonald, ABC vice president and general counsel; Ernest de la Ossa, personnel and labor relations director for NBC; Victor T. Norton, NBC vice president for administration; George Maher, executive secretary of NABET, and Walter A. Maggiolo of the Federal Mediation and Conciliation Service. These issues were seniority of NABET members and interunion jurisdiction.

No details were available about the seniority issue, a complicated matter. Regarding the jurisdictional issue, it is understood that the networks agreed that the NABET members are to be given orders only through their own supervisors and not directly by members of other unions.

The jurisdictional matter has been especially pressing in television, where program production involves members of a number of unions new to radio and lines of demarcation between the duties of the various studio crews are not yet clearly defined and are still being disputed among the unions themselves.

Dissatisfaction of NABET members with TV studio conditions was first manifested in action at NBC three weeks ago. At that time members adopted a policy of executing each order from the director with a painstaking literal interpretation that so disrupted rehearsals of the *Lucky Strike Theatre* program for that evening that Robert Montgomery, NBC executive producer, called off the telecast, which was put on the following Monday instead [TELECASTING, April 24].

Last Monday at 4 p.m. the NABET members staged a semi-sitdown strike at ABC and NBC by stopping work to write out complaints about their working conditions. NBC was forced to cancel two afternoon video programs, *Judy Splinters*, scheduled for 5:15-5:30 p.m. and *Howdy Doody*, 5:30-6 p.m. But by that time, agreement on further meetings between NABET and network representatives had been reached and the rest of the evening's TV schedule went on without any further difficulties. ABC's New York TV station, WJZ-TV, is not on the air on Monday and so was not affected.

Effect on Radio

On the radio side, both networks were able to continue programming service as usual by using supervisory personnel in place of NABET members for the technical chores involved. No interruptions were reported during negotiations and none are expected now that an agreement on the new contract has been reached and the strike threat averted. Contracts cover more than 1,000 employes at the radio and TV stations owned by the two networks.

DISCUSSING the debut of Minute Maid (frozen orange juice) on the West Coast via *This Is Bing Crosby* daytime series on Columbia Pacific Network, are (l to r): Wayne Steffner, CPN sales manager; John M. Fox, president, Minute Maid Corp.; Merle S. Jones, CPN general manager; Leo Wilhelm, district manager of Bing Crosby-Minute Maid Corp., Western distributor.

Grove Expands

GROVE LABORATORIES Inc., St. Louis (Grove and Fitch drug products), which has shared sponsorship of *The Shadow*, MBS, Sunday 5-5:30 p.m., with D L & W Coal Co., has obtained exclusive sponsorship rights over the entire Mutual network, beginning June 11. Harry B. Cohen, New York, is the agency handling the Grove account.

COY 'NOT AVAILABLE'

For Reappointment

SPECULATION over possible future changes in FCC membership blossomed last week after Chairman Wayne Coy said he is "not available" — as of now — for reappointment when his term expires June 30, 1951.

"At this point I have no intention of being available for reappointment," he asserted.

His statement came during testimony before the Senate Committee on Executive Expenditures in behalf of President Truman's plan to assign the Commission's day-to-day administrative responsibilities to the Chairman (see story page 27).

It was designed to show his personal objectivity in supporting the plan. But observers felt it was sufficiently qualified to permit a change of mind.

Chairman's Authority

"I am speaking here in support of a plan which is not going to concern me for long," he testified. "I am talking about the authority of my successor as chairman of the FCC.

"As you know, my term expires a year from this coming June. Today I am not available for reappointment to the Commission. So I am in the position of talking about the responsibilities and what they should be—and I hope from an objective point of view, and assert that it is my opinion that I am objective about it, no matter what others may say about it."

Asked by Sen. John L. McClellan (D-Ark.), chairman of the committee, whether he meant he did not expect to be reappointed, Mr. Coy replied:

"I said today I am not available. At this point I have no intention of being available for reappointment. I do not know whether I would be or not, Senator. I am making no judgment on that matter, or whether I would have the opportunity to be."

There have been recurrent reports that Chairman Coy might resign. Though he has never commented publicly on the speculation, he has indicated privately that he intends to honor the commitment he made, during Senate committee hearings on his appointment, that he would serve out his term.

Pushed for comment on last week's testimony, he authorized the FCC public information department to say that "It's a long time before July 1, 1951."

It has been generally expected that Mr. Coy, 46, eventually would move into some other government post or return to the radio or newspaper field, perhaps in his native Indiana, where he was publisher and editor of the *Delphi Citizen* before entering the political arena in 1933.

There also have been repeated reports of offers for Mr. Coy in private industry. One of the most persistent held him as a likely selection for the presidency of Television Broadcasters Assn.

He served for two years in the early 1940's as one of the late President Roosevelt's anonymous assistants, and from 1942-44 was Assistant Director of the Budget. In 1944 he became assistant to Owner Eugene Meyer of the *Washington Post* and subsequently was made director of the *Post's* radio stations (then WINX and WINX-FM Washington).

Other Commissioners

Not Chairman Coy, however, but Comr. George E. Sterling will be the next FCC member up for reappointment. Comr. Sterling's term expires June 30. He is a Republican from Maine, appointed simultaneously with Chairman Coy in December 1947, and is known to have the chairman's support for reappointment.

There also have been reports that Comr. Frieda B. Hennock, the Commission's most recent new appointee (1948), might leave FCC to accept appointment to a federal judgeship. Her term runs to 1955. Terms of the other Commissioners expire on June 30 in successive years as follows:

Rosel H. Hyde, 1952; Paul A. Walker, 1953; Robert F. Jones, 1954; Edward M. Webster, 1956.

FREDERICK C. MILLER (seated), president of the Miller Brewing Co., Milwaukee, presents Hugh Boice, manager of WEMP Milwaukee, a contract for Miller's co-sponsorship for the eighth consecutive year of Milwaukee Brewers 1950 baseball schedule. Looking on are Norman R. Klug (l), brewery vice president, and Mickey Heath, WEMP sportscaster.

SECOND year of *The Treasure Tune Show*, heard weekly on KCBS San Francisco, is sponsored by Dairy Belle Farms, as contract is set by James Higgins (seated), dairy general manager. With Mr. Higgins are Jim Diamond (l), Gore - Diamond - Ewing Agency, and Lee Giroux, m. c. of the show.

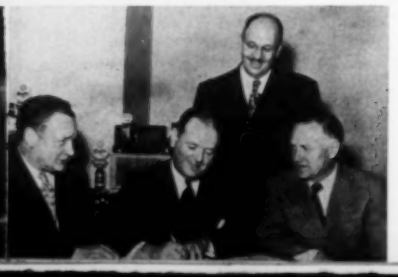
CO-SPONSORSHIP of 13 weeks of recitals on WBIB (FM) New Haven, Conn., by Samuel Yaffe, concert pianist, is arranged by (l to r) Sidney Goldstein, president of G&G Appliance Co., sponsor; Mr. Yaffe, and Sol Chain, general manager, WBIB. General Electric Supply Corp. is co-sponsor of Monday night show.

SPONSORSHIP of WBT Charlotte's *Corner Store* as part of spring ad campaign by Southern Appliances is completed by (l to r): Seated, John Rhinehardt, SA sales; George Mitchell, SA adv. mgr.; standing, Clyde McClain, WBT announcer; Richard W. Boettiger, Boettiger & Summers; Wallace Jorgenson, WBT sales.

IT'S smiles all around as Wade Beckman (r, front), Houston manager, Bond Clothes Inc., contracts for the *Jimmie Short Show* over KXYZ Houston. Onlookers are: Fred Nahas (seated), executive v. p., KXYZ; (standing, l to r) Jimmie Short, star of show; Leon Short, Tommy Short, Wayne Walker.

PLANS for sponsorship of American Assn. baseball on WHB Kansas City, Mo., by George Muehlebach Brewing Co., are discussed by (l to r): Seated, Larry Ray, announcer for games; O. F. Bryan, v. p., Muehlebach; standing, C. C. Tucker, Potts-Calkins & Holden Agency; W. M. Giesecke, Muehlebach sales mgr.; Don Davis, pres., WHB.

COMPLETING contract to air 1950 Oakland Oaks baseball games on KLX-AM-FM Oakland, Calif., are (l to r): Seated, Joseph R. Knowland, KLX pres.; Fritz Hyde, gen. mgr., Goebel Brewing Co., co-sponsor with Remar Baking Co.; Brick Laws, Oakland Oaks owner. Standing is Glenn Shaw, manager of the Oakland station.



FCC PAY RAISES

Set for Six Staff Executives

PAY RAISES for six of FCC's top staff executives—including heads of three of the four new bureaus to be established in the Commission's current staff reorganization—were approved last week by the Civil Service Commission.

The raises put the chief of the Common Carrier Bureau, already established, and the chiefs of the proposed new Broadcast and Safety & Special Services Bureau on a salary par with the General Counsel, Chief Engineer and Chief Accountant, who also received salary advances. All raises were to Grade GS-16, $11,200 to $12,000.

The Civil Service Commission failed to approve FCC's request for GS-16 ratings on two other jobs—those of the Commission's executive officer and the chief of the proposed new Field Engineering and Monitoring Bureau.

GS-16 is the lowest of three new grades authorized by Congress last year as part of the Reclassification Pay Act of 1949. The others are GS-17, carrying salaries of $12,200 to $13,000, and GS-18, which pays $14,000.

FCC had asked Civil Service to classify the Chief Engineer, General Counsel and Chief Accountant as GS-17, but CSC trimmed the rating down to GS-16. These three positions are held by Curtis B. Plummer, Benedict P. Cottone and William J. Norfleet, respectively, who have been receiving $10,300 each.

Of the three bureau chiefships rated GS-16, only one has been filled. Harold J. Cohen, former assistant general counsel, is head of the new Common Carrier Bureau and has been receiving about $10,000.

Chiefs of the new Broadcast and Safety & Special Services bureaus are to be named when those organizations are set up. Work toward the reorganization of the safety-special services functions is now in progress and, when completed, will presumably move into the broadcast field.

Harry M. Plotkin, assistant general counsel in charge of broadcasting, is generally considered the ranking candidate for the broadcast position.

The six FCC posts were among 400 in government singled out by President Truman and CSC for the new GS-16, 17 or 18 ratings. The 400 were chosen from among 1,008 nominations made by the various departments and agencies. Only 25 were chosen for GS-18 and these were selected by President Truman, with CSC picking the 375 rated GS-16 and 17.

AD COUNCIL

White, Moreau, Katz on Board

FRANK WHITE, MBS president; Charles E. Moreau, president of Moreau Publications Inc., and Joseph Katz, president of The Joseph Katz Co., last week were elected to the board of The Advertising Council, it was announced by Samuel C. Gale, chairman.

Mr. White

Mr. White will serve as representative of the radio industry; Mr. Moreau will represent newspapers, and Mr. Katz will represent advertising agencies.

Two directors-at-large also were elected by The Advertising Council: Frank Stanton, CBS president, and Edwin S. Friendly, vice president of the *New York World-Telegram and Sun*.

SPAC MEET

Looks at Radio-TV Plans

NBC'S Stations' Planning and Advisory Committee met last week at the network's New York offices to discuss radio and television plans.

While no announcement was forthcoming, it was learned that the Tuesday sessions were devoted entirely to AM, with detailed discussion of programming and promotional plans, as well as rate structures. No definitive decisions were reached, except as to all-out promotion, with other topics to be considered at a meeting, probably this summer.

The Wednesday session was entirely given over to TV and the network's expansion plans. TV affiliation contracts, under constant study, it was reported, also came under scrutiny.

Members of the SPAC present were:

Clair R. McCollough, Steinman Stations (chairman); Howard E. Pill, WSFA Montgomery, Ala., secretary; Harold Essex, WSJS Winston-Salem, N. C.; Milton L. Greenebaum, WSAM Saginaw, Mich.; Walter J. Damm, WTMJ Milwaukee; Jack Harris, KPRC Houston, Tex.; Walter E. Wagstaff, KIDO Boise, Ida.; Ewing C. Kelly, KCRA Sacramento, Calif.; John M. Outler Jr., WSB-TV Atlanta; John T. Murphy, WLWT (TV) Cincinnati.

Members of the 1949 SPAC who were not re-elected were invited to attend the meeting. They were:

Martin B. Campbell, WFAA Dallas; Harry Bannister, WWJ Detroit; Harold C. Burke, WBAL-TV Baltimore; Wiley P. Harris, WJDX Jackson, Miss.; Ed Yocum, KGHL Billings, Mont.

Taylor Is V. P.

JACKSON TAYLOR, account group supervisor of Lennen & Mitchell, New York, last week was elected vice president of the agency. Prior to his affiliation with Lennen & Mitchell in March, Mr. Taylor was vice president and director of McCann-Erickson, New York.

TRUMAN FCC PLAN AIRED

Industry and Senators Open Fire

PRESIDENT TRUMAN's plan to concentrate FCC's executive and administrative functions in the Chairman encountered stormy opposition from legislative and radio quarters on Capitol Hill last week.

The Senate Executive Expenditures Committee heard FCC Chairman Wayne Coy and Comr. E. M. Webster support the Truman proposal, while NAB and the Federal Communications Bar Assn. joined forces with Sen. Edwin C. Johnson (D-Col.) and Sen. Ernest McFarland (D-Ariz.) to attack the plan on different grounds.

Basis of the hearings was Sen. Johnson's resolutions [BROADCASTING, April 24, 17] urging rejection of the President's proposals to reorganize FCC and other independent agencies. Sessions were held Monday through Wednesday with Sen. John L. McClellan (D-Ark.) presiding.

The issue of legislative vs. executive authority over independent agencies was projected sharply into the limelight by Sen. Johnson, who charged the plan was "clearly an invasion of the legislative branch."

A few legislators, notably Sen. William Benton (D-Conn.), and some observers felt the plan would run into stern opposition in the Senate once the Johnson resolutions are reported to the floor. Sen. McClellan declined comment but thought his group would report the resolutions early this week. The Truman proposal becomes law May 24 if the Senate fails to back Sen. Johnson's recommendations and disapprove the plan.

New Power for Chairman

The proposal, sent to Congress last March by the President, would give the FCC Chairman power to appoint and supervise most personnel employed under the Commission; to distribute business among personnel and administrative units; and to handle use and expenditure of funds. Almost simultaneously FCC initiated its own far-reaching reorganization along functional lines [BROADCASTING, March 20, 13].

Sitting in on the hearings, in addition to Sen. McClellan, were Sens. Benton, Karl Mundt (R-S.D.), Andrew F. Schoeppel (R-Kan.), Margaret Chase Smith (R-Me.), and Herbert R. O'Conor (D-Md.).

FCC Chairman Coy told the committee Tuesday that the President's plan would:

- Strengthen the entire Commission and enable Commissioners to devote more time to the clear channel case, television and other communications matters by freeing them of administrative details.
- Implement "by law" present Commission procedure by vesting responsibility for day-to-day administrative matters in the Chairman.
- Strike "a nice balance between too much authority for the Chairman and too little."

Chairman Coy stated:

. . . The authority for such day-to-day decisions must flow from a central place. It cannot effectively flow from the Commission itself because the basis of appeal, with consequent delay and lack of any real authority, is as broad as the Commission membership.

I feel that the responsibility placed upon the Commission is extremely great, and it takes the full energy of every Commissioner working most effectively, together with the energies of a large staff, to carry out that responsibility. For that reason any time spent by the Commission on relatively unimportant activities becomes serious.

We should practically make it a fetish to relieve the Commission of any activity that does not directly make an important contribution to the highest purpose of the Communications Act. Only by doing that can the Commission have the time, the energy, the drive to make the Act an effective instrument of national communications policy.

Under questioning, Chairman Coy said that "generally speaking," powers vested in the Chairman under the President's plan and FCC's present procedure are "the same," save for a section in the present FCC order requiring that the Chairman report certain actions to the Commission.

FCC's order, he added, doesn't give the Chairman authority to appoint personnel, while the President's proposal would give the Chairman authority to appoint personnel except heads of administrative units "subject to the approval of the Commission."

Limitations Cited

Chairman Coy expressed belief that Plan 11 does not "take effective controls from the Commission" and cited limitations on budget authority, allotment of funds and other functions.

The FCC Chairman said he felt that the President's plan generally was "more restrictive" than provisions of the pending McFarland Bill, with responsibilities about the "same," but that Plan 11 "spells out" the policy-making authority of the Commission.

With respect to "arbitrary power" that might result from enactment of Plan 11, Chairman Coy told Sen. McClellan that "the most arbitrary man couldn't get away with it," but that that would depend on the exercise of responsibilities by the Commission. "If the Commission neglects its responsibilities, he can create the kind of Commission he wants," he said.

Speaking for himself, Comr. Webster testified he was "heartily in favor" of the President's plan and said he does not view the proposal as altering "either the merits or responsibilities of the Commission form of government." He asserted:

Nor do I fear the usurping of power by the Chairman; if the right man is not chosen for the job, no amount of legal safeguards can prevent abuses. No present or future policies of FCC are or can be affected in any way, and I still can minister the Communications Act with my present degree of authority if Plan 11 is favorably enacted.

Most for the Dollar

Comr. Webster stressed that the "only matter" involved in the President's plan "is getting the most efficient work output for the taxpayer's dollar" and felt it would "save my time as a Commissioner and get better administrative results."

He told the committee that for three years he had tried to get his fellow Commissioners to reorganize "either on the Commission

(Continued on page 42)

RMA REALIGNS

To Have Fulltime Paid President

RADIO MFRS. ASSN. will follow NAB's example in operating with a fulltime paid president, starting in June, under a reorganization project adopted by the RMA board.

Decision to set up a new and expanded manufacturing industry operation was reached by RMA's board at an April 20-21 meeting in Ste. Adele, Quebec, where the board met jointly with officers and directors of the Canadian RMA.

A special nominating committee last Monday interviewed Lt. Gen. Lucius B. Clay, who headed the American occupation forces in Germany, on his availability for the presidency, which carries a $50,000 annual salary. Gen. Clay decided Wednesday, however, to accept the board chairmanship of Continental Can Co. and was eliminated as a candidate for the RMA presidency.

Steps to implement the changes will get under way shortly. Bylaws will be amended to change the name of the association to Radio-Television Mfrs. Assn., in line with a plan developed some months ago; provide for the fulltime paid presidency and create a new office, chairman of the board.

Bond Geddes, executive vice president, general manager and secretary, will retire from RMA Aug. 1 after 23 years service, continuing as an advisory consultant for a period of years. Ray C. Cosgrove retires next June as RMA president, an honorary post thus far held by association members.

Mr. GEDDES

* * *

The presidential nominating committee is headed by J. J. Kahn, Standard Transformer Corp., an RMA board member, and comprises all RMA past presidents. It will make formal nominations of president and treasurer at the 26th RMA convention to be held June 5-8 at the Stevens Hotel, Chicago. The board will vote on the committee's nominations.

Rising output of TV receivers was shown in an informal survey of RMA board members on their predictions for 1950 TV output. Estimates averaged 5,350,000 sets compared to a 4,500,000 average in a similar poll last February.

The reorganization plan was drafted at a pre-board meeting by a special committee headed by Mr. Kahn.

FCC Chairman Wayne Coy will address the RMA annual banquet June 8, the board was told by Leslie F. Muter, Muter Co., chairman of the convention committee.

TV Case Reviewed

The board heard a review of FCC TV proceedings by President Cosgrove; W. R. G. Baker, General Electric Co., directing the RMA Engineering Dept., and Edward K. Wheeler, special counsel. Max F. Balcom, Sylvania Electric Products, coordinated their reports. The board completely approved RMA's presentations to the FCC. Dr. Baker was sceduled to appear before the FCC hearing today (Monday).

Work of a subcommittee drafting a preliminary code of standards for TV set advertising was reviewed by George M. Gardner, Wells-Gardner & Co., chairman of the Set Division. A. D. Plamondon Jr., Indiana Steel Products Co., chairman of the Parts Division, told of plans to promote phonograph sales. R. C. Sprague, Sprague Electric Co., reported on the "Town Meeting" series of dealer instruction clinics.

RMA membership rose to 307

(Continued on page 44)

NEWS SERVICES

Radio Client List Climbs

AP, UP and INS all reported increased service to broadcasters during the past year at meetings held last week in New York in conjunction with the ANPA convention.

The report of the AP board of directors, delivered at Monday's membership meeting, noted that AP's "radio membership grew from 940 to 1,048 during the second full year since memberships became available." AP membership voted to take in broadcasters as members at their meeting in 1948. AP's newspaper membership last year rose from 1,708 to 1,723, the board reported, adding that "more than 1,200 newspapers and radio stations receive the news service in countries outside the United States."

A joint report mailed to the AP membership some weeks ago by Kent Cooper, executive director, and Frank J. Starzel, general manager, cited increased cooperation between radio and newspaper members as a highlight of last year's events at AP.

Hugh Baillie, UP president, reported on Tuesday that in the past year UP had a net gain of 142 clients, making a worldwide total of 3,342 newspapers and radio stations served directly. Abroad, he said, UP serves 1,117 clients in 69 countries and territories, an increase of 16 radio stations and 28 newspapers over a year ago. In the United States, UP serves more than 1,200 radio stations, as well as more than half the TV stations now on the air, he stated.

Duty to Be Accurate

Discussing the difficulties of accurate news coverage at a time when "the world's clashing ideologies and beliefs are in daily conflict, seeking outlets for their various viewpoints," Mr. Baillie said: "Our responsibility is to report these developments accurately, fairly and impartially. In these tempestuous times a free press and radio can perform no greater service than to renew every day its endeavor to deliver the complete news of the world clearly, completely and objectively."

In a report on INS progress during the last year, Seymour Berkson, general manager, told a business meeting on Wednesday that INS had added to its domestic and foreign clients a total of 102 newspaper clients, 31 radio clients, 26 TV stations, 12 special service subscribers and nine university schools of journalism.

"In the newest medium—television—INS has far more than maintained its initial leadership as the sole press association furnishing newsreel as well as teletype news and spot photos for TV," Mr. Berkson stated.

"We have broadened our initial head start in this field to the point where we now service more than 70% of the nation's present television stations with one or more of our TV news elements," he said. "Our leadership as a distributor of the greatest variety of news programs for television has been consolidated in cooperation with Telenews Productions Inc. [newsreel affiliate] to the point where we are recognized without question as Number One in the field.

"This has been the reward for painstaking pioneer work by INS in television news since early in 1946.

TV Device Noted

"At the recent convention of the NAB in Chicago, INS introduced the latest model of the remarkable Projectall machine designed for simple, rapid projection of news bulletins and spot news photos on television. The new model, called the Super-Projectall, was acclaimed by television experts who examined it as the latest perfection in such baloptican devices for TV."

Mr. Berkson listed several newsreel "firsts" and exclusives scored for television by the INS newsreel affiliate, Telenews, including, exclusive pictures of the rubber life raft found off the coast of Finland and believed to be the only trace of 10 missing U. S. airmen believed shot down by Soviets; exclusive films of South African tribal ruler, Seretse Khama, and his white wife; first pictures of the three Czech airplanes which landed at the Munich airport after an escape from behind the Iron Curtain; first film sequences of the American freighter, *Flying Arrow* preparing to run the Nationalist blockade of Shanghai; exclusive shots of Chinese Communist troops reaching Hong Kong; first television films of the acquittal of Dr. Herman N. Sander, defendant in the famous "mercy-killing trial."

Although radio station members of Associated Press do not enjoy the right to vote and other privileges of AP's newspaper members, the results of last week's elections of new board members and officers for the coming year should allay any fears held by any broadcasters of possible discriminatory action favoring AP newspapers at radio's expense.

Robert McLean, re-elected president of AP, is publisher of the *Philadelphia Bulletin*, owner of WCAU-AM-FM-TV. Dolph Simmons, *Lawrence* (Kan.) *Journal-World*, which has no radio affiliation, was elected first vice-president, and Mark Ethridge of the *Louisville Courier Journal* (WHAS-AM-FM-TV), second vice president.

Executive Committee

The new executive committee, in addition to Mr. McLean, includes: Paul Bellamy, *Cleveland Plain Dealer* (WHK-AM-FM); John S. Knight, *Chicago Daily News* (WIND); Benjamin M. McKelway, *Washington Star* (WMAL-AM-FM-TV); Stuart H. Perry, *Adrian* (Mich.) *Telegram;* E. Lansing Ray, *St. Louis Globe Democrat* (KWK-AM-FM); Arthur Hays Sulzberger, *New York Times* (WQXR-AM-FM).

The AP general membership meeting, held Monday at the Waldorf-Astoria Hotel, New York, elected four new directors and re-elected two directors for new terms. Those re-elected are Mr. McLean and Norman Chandler, *Los Angeles Times* (KTTV). New AP directors are Harry F. Byrd Jr., *Winchester* (Va.) *Star;* Robert B. Choate, *Boston Herald* (WHDH-AM-FM); Paul Miller, *Rochester Democrat and Chronicle* (WHEC-AM-FM); James M. North Jr., *Fort Worth Star Telegram* (WBAP-AM-FM-TV).

PEABODY AWARDS

To Be Announced Thursday

THE GEORGE FOSTER PEABODY Awards in radio and television will be officially announced Thursday, May 4, at a Radio Executives Club luncheon at the Roosevelt Hotel in New York.

Among those getting awards and citations, BROADCASTING learned, will be the following in radio: WWJ Detroit; KXLJ Helena; WMAZ Macon, Ga.; WTIC, Hartford; WQXR New York; Eric Sevareid, CBS news commentator; Erwin Canham, ABC news commentator; *Greatest Story Ever Told, Author Meets the Critics* and Jack Benny. In television: Ed Wynn, the Ford Motor Co. for sponsorship of the UN sessions, *Crusade in Europe* and *Kukla, Fran and Ollie.*

Two special citations will be awarded to Harold Ross, editor of the *New Yorker* magazine and H. T. Webster, cartoonist, for his "Unseen Audience" newspaper strip.

ANPA MEET

Radio Almost Ignored

RADIO, traditionally a major topic of heated conversation wherever publishers gather, was all but ignored by the 64th annual meeting of the American Newspaper Publishers Assn., held Tuesday through Thursday at the Waldorf-Astoria in New York. In the meeting rooms, broadcasting had almost no part in the agenda. In the corridors, when any medium but newspapers was mentioned, nine times out of 10 it was television.

Mostly, the publishers of the nation's newspapers alternated between elated cheering over the $445 million worth of space sold to national advertisers last year, fourth consecutive record breaker which, more important, put newspapers back into first place among national media ahead of magazines for the first time since 1942, and wondering what to do about the narrowing margin of profit between revenue and expenses.

At the closing general session Thursday morning the ANPA members re-elected all officers for a new one-year term and re-elected for two-year terms the five directors whose terms expired this year.

The officers are: President, Edwin S. Friendly, *New York World-Telegram and Sun;* vice president, Charles F. McCahill, *Cleveland News* (WHK-AM-FM); secretary, J. L. Stackhouse, *Easton* (Pa.) *Express* (WEEX-FM); treasurer, W. L. Fanning, Westchester County Publishers, White Plains, New York (WFAS-AM-FM).

Directors Reelected

Directors re-elected are George C. Biggers, *Atlanta Journal* (WSB-AM-FM-TV); J. D. Funk, *Santa Monica Evening Outlook;* B. N. Honea, *Fort Worth Star Telegram* (WBAP-AM-FM-TV); P. L. Jackson, Portland *Oregon Journal* (KPOJ-AM-FM); Richard W. Slocum, *Philadelphia Bulletin* (WCAU-AM-FM-TV).

Directors remaining in office for another year are: Elbert M. Antrim, *Chicago Tribune* (WGN-AM-FM-TV); William G. Chandler, Scripps-Howard Newspapers (Scripps-Howard stations); JS Gray, *Monroe* (Mich.) *News;* David W. Howe, *Burlington* (Vt.) *Free Press;* F. I. Kerr, *Hamilton* (Ont., Canada) *Spectator.*

The cheers rang out most loudly Wednesday afternoon at the session staged by the newly incorporated Bureau of Advertising of ANPA. Most of the afternoon was given over to a series of dramatized presentations of the various methods used in securing some of newspapers' new accounts, with radio making a few appearances in the unattractive role of the loser of the business.

For example, one of the presentations dealt with Sinclair Refining Co. in 1945. The Bureau's narrator proclaimed Sinclair was spending "a million and a half in network radio; some $300,000—or only 15% of the budget—in newspapers, and something under $200,000 in maga-

(Continued on page 85)

LEGISLATION

Radio Chances Fading

POSSIBILITY of hearings on major communications legislation this year is fading perceptibly on Capitol Hill—largely because of illness of two key figures on the House Interstate Commerce communications subcommittee, a divergence of opinion on the merits of the various bills involving reorganization of FCC, and lack of time.

This was strongly indicated last week following an informal conference between Acting Chairman George Sadowski (D-Mich.), who is recuperating from a recent illness, and Rep. A. L. Bulwinkle (D-N. C.), permanent chairman who returned to his duties following a prolonged absence.

Neither will claim jurisdiction over pending communications legislation which includes consideration of the Senate-approved McFarland Bill (S 1973) to reorganize FCC procedures; the Sadowski measure (HR 6949) to set up, among other things, an overall frequency allocations board, and the new Sheppard proposal (HR 7310) to require licensing of networks.

Committee members are expected to go along with Rep. Sadowski, who, despite Chairman Robert Crosser's (D-Ohio) demand for "action," feels there's little hope for action this session. Rep. Sadowski told BROADCASTING last week he thinks "little good can be accomplished now" by holding hearings—and that even if sessions were held, "the Senate wouldn't approve it anyway."

Little Support Seen

Rep. Bulwinkle said his health would not permit him to sit in on hearings. Rep. Dwight L. Rogers (D-Fla), mentioned as a possible chairman, also is unavailable until May 15, it was learned.

Also indicative of the inertia for any communications action now, observers point out, is the fact that the House Interstate Commerce Committee has failed to throw into the House hopper FCC's model bill, [BROADCASTING, March 6], containing substantial departures from proposals advocated by Sen. Ernest W. McFarland in his measure.

Rep. Sadowski said there is virtually no support for the McFarland bill now, or for any of the FCC measures, and thought hearings "would be waste of time." In addition, committee members want to hear the television question threshed out after FCC completes its color TV sessions.

However, committee members will get a chance to express their views on the advisability of hearings. Rep. Crosser, it was reported, will be guided by their views.

Virginia Meet

ANNUAL meeting of the Virginia Assn. of Broadcasters will be held at Tides Inn, Irvington, Va., May 25-26, according to Philip P. Allen, of WLVA Lynchburg, president.

WFDF FLINT, Mich., announcer covering the 52d annual convention of the Michigan Retail Grocers and Meat Dealers Assn., held at the Hotel Durant in Flint, April 16-18, stops before a convention official. L to r: Marion Stutes, WFDF announcer; W. R. Keasey, secretary-treasurer, MRGMDA, and Robert Duncan, manager, Grocers Assn. of Eastern Michigan.

OSCAR F. HILD

Was High in AFM Hierarchy

OSCAR F. HILD, 49, president of the Cincinnati Musicians Union, Local No. 1, AFL, for 19 years, and managing director of the Cincinnati Summer Opera Assn. for 16 years, died last Monday (April 24) in a Cincinnati Hospital after being stricken with a cerebral hemorrhage. Funeral services were held last Wednesday.

A member of the executive board of the American Federation of Musicians for 10 years, Mr. Hild had been mentioned at times as a possible successor to James C. Petrillo, national president of the musicians' union.

A native of Cincinnati, Mr. Hild was chosen president of the Cincinnati Musicians Union in 1931 and in 1934 became general manager of the Cincinnati Summer Opera.

Surviving are his widow, a daughter, two sons, a sister and a brother.

Camel Sponsors

R. J. REYNOLDS Tobacco Co., for Camel cigarettes, beginning tomorrow (May 2) will sponsor the five-minute baseball summary on MBS following the network's "Game of the Day" Monday through Saturday broadcasts. William Esty Co., New York, is the agency.

FCC Actions

SIX new AM stations and one new FM outlet approved by FCC. Initial decisions reported to grant a new AM station and improve facilities of two existing outlets. Three transfers approved. Four FM stations deleted. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 76 and FCC Roundup on page 83.

MAYFLOWER REPLY

FCC Waiting On WWJ

FCC last week was awaiting reply to its second Mayflower Decision "interpretation"—this one holding that WWJ Detroit erred in refusing UAW-CIO's request for time to discuss the Chrysler strike merely because Chrysler would not accept time to reply.

Almost a week after the Commission publicly released copies of its interpretation—in the form of a letter to WWJ—station officials said they still had not received either the original or a copy from the Commission.

FCC's letter, as released in Washington, came on the heels of one to WLIB New York asserting that WLIB "erroneously interpreted" the Mayflower Decision in carrying pro-Fair Employment Practices Commission editorials without affirmatively undertaking to seek out and present opposing viewpoints [BROADCASTING, April 17].

The letter to WWJ asked the station "to review your action in this case and provide the Commission with a further statement regarding it." The one to WLIB, dated April 12, asked for a statement of "your future policies." WLIB has not filed its reply, but is expected to do so shortly.

Chrysler Refused

The WWJ issue stemmed from UAW's request for time in which to discuss the strike in progress at the Chrysler Corp. Chrysler refused to accept time in which to reply.

WWJ's General Manager Harry Bannister told FCC later, when UAW complained, that after "a great deal of soul-searching" WWJ officials notified the union that station policy would be to make available without charge at least one hour of Class A time weekly for "joint" use by both sides [BROADCASTING, Feb. 6].

"Obviously," Mr. Bannister said in notifying the union of WWJ's position, "the public interest will not be served by any WWJ action which supports either party to the detriment of the other party. However, any use of WWJ's facilities which does not completely and meticulously ensure in advance that neither party will make greater or more effective use of WWJ's facilities must serve, in effect, to make WWJ a partisan."

Letter to WWJ

In its letter to WWJ, the Commission said "it appears that your action in this case is not in accord with the principles enunciated" in the Mayflower Decision on station editorializing, and cited the following passage from the 13-page decision:

. . . where the licensee has determined that the subject is of sufficient import to receive broadcast attention, it would obviously not be in the public interest for spokesmen for one of the opposing points of view to be able to exercise a veto power over the entire presentation by refusing to broadcast its position. Fairness in such circumstances might require no more than that the licensee make a reasonable effort to secure responsible presentation of the particular position and, if it fails in this effort, to continue to make available its facilities to the spokesmen for such position in the event that, after the original programs are broadcast, they then decide to avail themselves of a right to reply to present their contrary opinion.

FCC's letter told WWJ that "since the issues in the Chrysler strike are admittedly of public importance, and on the basis of the information before us, it seems clear that the policy of the station in connection with this matter is contrary to the above-stated principles set forth in the above-mentioned decision of the Commission."

RADIO OUTPUT

RMA Finds Continued Rise

PRODUCTION of home and auto radio sets as well as FM receiving circuits continued the mounting pace of the late months of 1949 during the first quarter of 1950, according to Radio Mfrs. Assn.

TV production again set an all-time record as RMA member companies reached a March average of more than 115,000 sets a week. This does not include non-member production, RMA representing about four-fifths of the industry TV total.

More than a half-million TV sets were produced in March, a five-work-week month, bringing RMA's TV output for the first quarter to 1,227,930 receivers. The March TV total was 525,277 sets, compared to 367,065 sets in February and 335,588 in January.

Production of home radio sets totaled 724,691 in March, compared to 529,254 in February and 470,715 in January. Output of auto sets totaled 255,673 in March, 221,139 in February and 189,480 in January, a total of 666,292 during the quarter.

Total Set Output

Total output of all sets was 1,505,641 in March, 1,117,458 in February and 995,783 in January, a quarterly total of 3,618,882 radio and TV sets.

The FM picture continued to brighten, with 408,361 radio and TV sets carrying FM-band tuners produced in the first quarter. Of these, 273,732 were aural sets (FM-AM or FM-only) and 134,629 were TV sets tuning the FM band.

In March 57,602 of the 525,277 TV sets turned out by RMA members had FM-band tuners, with 98,141 FM-AM or FM-only sets, a total of 155,743 FM receivers.

XUM

NEW RESEARCH PLAN

Told by Rogan Jones

PLANS for extension of a new radio research technique to hundreds of cities throughout the country were revealed last Tuesday by Rogan Jones, president of KVOS Bellingham and KPQ Wenatchee, in an address to the Seattle Advertising and Sales Club on "Radio Research That Is Paying Off." Mr. Jones was the keynote speaker at the Radio Day Awards in the Ad Club's third annual advertising competition (see awards story page 44).

On the basis of what he called "pilot-plant operations" in Washington and Oregon cities, Mr. Jones predicted that nationwide application of the research technique, based on Advertising Research Bureau Inc. studies, on a continuing basis would show:

- Measured by a dollar's worth of results for every $1 invested in newspaper advertising, radio produces $1.40 in sales per dollar invested.
- Two dollars invested equally in newspaper and radio advertising produce $5 in results.

Satisfaction Noted

On the basis of results in tests to date, Mr. Jones asserted: "In no case has an advertiser been unimpressed by the results, or anything but satisfied with the objectivity and reliability of the independent and professional research methods and techniques used."

The testing method was developed in conjunction with Joseph B. Ward, independent professional market researcher of Seattle. Four tests have been completed in Bellingham, two in Wenatchee, two in Spokane, two in Portland, Ore., and two in Missoula, Mont., and Mr. Jones disclosed that eight more are in progress in four other Montana towns.

Each test, he said, measures comparison of traffic resulting from radio and newspaper advertising; the percentage of that traffic which buys merchandise; and how much merchandise is bought by each type of customer.

The first test, conducted in Bellingham, showed $1.40 in results per dollar invested in radio, as compared with $1 return for newspapers; and two dollars spent equally in the two media produced $2.60 in results.

Pattern Maintained

This pattern has been maintained, Mr. Jones reported, in all five towns where studies have been completed thus far, involving 11 different stores with 9 different types of merchandise. He added:

"In big towns and little towns; with stations having networks and those having none; in stations with power of 250, 1000, 5000 and 10,000 w; in old established, top-flight stations and in new and struggling stations—under all circumstances we have encountered—radio has outpulled newspapers. And both radio and newspaper together have ratably pulled more than newspaper alone. The pattern of the first test has been slightly bettered in terms of traffic. In terms of merchandise sold, the proof is much stronger and clearer."

Before the Advertising Research Bureau Inc. studies were developed in cooperation with Mr. Ward, Mr. Jones said, KVOS had extensive evidence of its effectiveness in the form of Hooper, Conlan and other survey findings. Elaborate presentations were prepared, and diversified promotional techniques used to impress prospective advertisers.

While numerous compliments were received, reluctant customers usually came up with what Mr.

(Continued on page 44)

* * *

MR. JONES (l) discusses a point in his speech with Bill Hubbach, chairman of the day and account executive at KOMO Seattle.

RECEIVING awards presented by the Seattle Advertising and Sales Club is this happy group—winners in the club's third annual advertising competition. Winners are congratulated by Bill Hubbach, KOMO Seattle account executive and chairman, Radio Day, and Thomas H. Sheehan, advertising manager, Sicks' Seattle Brewing Co., and president of the club. L to r are Tom Herbert, Seattle Chamber of Commerce; Eleanor Bell, *Seattle Post-Intelligencer*; Jim Miller, Western Agency; Mr. Hubbach; Mr. Sheehan; Lucille Fuller, Taskett Advertising Agency; H. O. Stone, Pacific National Advertising Agency, and George Dean, KOMO.

SLOAN AWARDS

Cite 7 for Safety Campaigns

FOUR advertisers, three stations and Mutual-Don Lee Network last week were given the Alfred P. Sloan Radio Awards for Highway Safety in 1949 by the National Safety Council, Chicago. The awards, presented annually by the Alfred P. Sloan Foundation "for distinguished public service to highway safety through radio and television," were given for commercial and sustaining activities in four categories—national or regional networks, TV, regional or clear channel stations and local radio stations.

Advertisers and subjects of citations were: Lever Bros., New York, for devoting three NBC network productions of *Big Town* to traffic safety, and for special messages during the year; Pure Oil Co., Chicago, for "its effective use of TV" through the cartoon show, *Little Otto*, on WBKB (TV) Chicago; The New Utica, Des Moines, Iowa clothing store, for an original children's safety show, *Hey, Bob* on KRNT Des Moines, and the Dayton Coca-Cola Bottling Co., for bringing safety continuously to the attention of the average pedestrian and driver through the local show, *Man on the Street*, via WING Dayton.

Mutual-Don Lee Broadcasting System, Los Angeles, was commended for its sustaining network activities and for encouraging member stations to support safety.

WMAR-TV Named

Only video station cited in the TV class was WMAR-TV Baltimore, for devoting "an exceptional amount of time and energy to developing an effective week-by-week safety program," as well as for special safety messages. The two radio stations—KOIN Portland, Ore., and WFIL Philadelphia—earned top mention in the regional and clear channel group and local classification, respectively. KOIN had "an outstanding year-round program of safety activities, highlighted by production and distribution of 52 15-minute programs to a 17-station network." WFIL was chosen for its local sustaining activities, with its "unique" community-wide *Silly Willy* safety drive.

Ned H. Dearborn, president of the National Safety Council, headed the judging committee, which included Harold P. Jackson, past chairman of the National Committee for Traffic Safety; Mrs. J. Blair Buck, president, General Federation of Women's Clubs; Earl T. Newbry, Oregon secretary of state and president of the American Assn. of Motor Vehicle Administrators; Dr. Kenneth G. Bartlett, dean of the University College and director of the Radio Workshop, Syracuse U., and George Jennings, director of radio for the Chicago Board of Education and president of the Assn. for Education by Radio.

Research Proves Summertime Radio As Effective As Rest of Year!

Small Drop in Metropolitan Audiences More Than Offset by Other Listening

Some radio advertisers curtail their summer schedules in the belief that summertime radio advertising is expensive and ineffective as compared to the "good" months of the year . . . that "business always falls off in the summer anyway" . . . that "big-time network shows get replaced" . . . that "people just don't listen to the radio in hot summer months." Reasoning is that radios are restricted to living rooms. *This premise is not true!*

Today, families take their radios with them. Radios flock to the beaches, mountains and lakes, they go on family picnics, they take weekend trips and week-night drives, they're practically "standard equipment" in automobiles and summer cottages. In short, radios are as much a part of the summertime American scene as bathing suits, picnics and "two-weeks-with-pay."

Statistics confirm this. In Iowa, for example, the Iowa Radio Audience Surveys* show a 244% increase since 1939 in the number of radio-equipped cars. These millions of car radios create a vital summertime audience, as shown by the following figures:

IOWA CAR-RADIO LISTENING

Length of Trip	*Percentage Who Tune In Their Car Radios*	
	MEN	WOMEN
Between 1 and 5 miles	33.8%	38.0%
Between 6 and 25 miles	53.0%	52.0%
Between 26 and 50 miles	68.3%	63.5%
Between 51 and 100 miles	69.1%	69.0%
More than 100 miles	80.5%	63.0%

In addition, comparisons between the 1949 and the 1948 Iowa Radio Audience Surveys reveal a 16.0% increase in the number of radio sets located *outside* the home and *outside* the family car. Reliable estimates indicate that Iowans now have about 750,000 portable sets that can travel with the family to cottages and cabins, camps and hotels.

This summertime bonus audience takes on even greater meaning when you realize that C. E. Hooper figures show only 6.6% less people available in the *daytime* in metropolitan homes during July and August, than in the peak daytime month of February. *Evening* figures show a decline for July and August of only 13.3%, as against the peak evening month of January.

These figures are substantiated by statistics compiled by the Psychological Corporation which indicate that only 6.8% of the nation is on vacation at any one time between July and Labor Day. Only about two thirds of these vacationers take trips — the rest relax and rest at home, with many of their leisure hours devoted to radio. The true picture of summertime radio listening, then, is *not* that there is less listening, but that at least *an equal amount of listening takes place, with a lot of it in non-surveyable locations!*

"VACATIONING"—A BILLION-DOLLAR INDUSTRY!

Between June and September, vacation-minded Americans spend well over a billion dollars planning for their vacations — and enjoying them. Swim suits and sun-tan lotions get a part of this billion-dollar spending but even more is spent on such year-'round merchandise as tires and gasoline, food and drug items, cigarettes and clothes.

DECISIONS ON MANY FALL PURCHASES MADE IN JULY AND AUGUST!

Two recent department store surveys (one in Milwaukee and one in San Francisco) show that in 80% of the cases, housewives make up their minds in July and August as to *what* to buy, what *brand* to buy and *where* to buy their September purchases. There is additional evidence that this "carry-over" has a very real effect on sales in October, November and December, too. As one department store official put it, "It's too late to wait to sell a major investment until the family is back in Fall harness . . ."

*The Iowa Radio Audience Surveys of radio listening habits have been made for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. They are based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.

National Representatives

Sibley's Salesman

By LOUISE WILSON
RADIO DIRECTOR
SIBLEY, LINDSAY & CURR CO.
ROCHESTER, N. Y.

SIBLEY, LINDSAY & CURR Co. of Rochester, N. Y., largest department store between New York and Cleveland, has renewed its 52-week *Tower Clock Time* program on WHAM Rochester, for the 19th consecutive year.

Likewise, Sibley's has proudly framed the third consecutive first prize program award won by *Tower Clock Time* in the annual NRDGA contests.

Program awards and sales effectiveness don't necessarily go together. But in this case Sibley's and WHAM have a story which has illustrated over a long period of time the potency of radio as a salesman and goodwill builder. We think any program that can get continuous sponsorship by the same advertiser on the same station for 18 years must obviously have something to recommend it besides old age.

Tower Clock Time is broadcast on WHAM five times weekly, Monday through Friday, from 9:45 to 10 a.m. It's a show of chatter and music—with a deceivingly flexible format. But though the format changes even from day to day, the objectives are clear-cut and do not change. These objectives are:

- To advertise merchandise which will interest the large rural audience reached by WHAM's 50 kw and prestige. We know we have a large city and metropolitan audience, but sales-wise, we're especially interested in reaching, by this particular medium, the people in 8 to 12 outlying counties.
- To stimulate interest in Sibley's mail-order publication, *Tower Topics*.
- To acquaint listeners with the various Sibley services, including Personal Shopper, Bridal Consultant, etc.
- To dramatize and bring to life the various trade names and labels associated with Sibley merchandise.
- To advertise strong departments in important selling seasons.
- To keep listeners informed of new merchandise and timely events which tie in with merchandise.
- To attract and attempt to sustain the interest of as large an audience as possible by constantly introducing new ideas and forms.

FOR one of *Tower Clock Time's* special weekly interviews, Miss Wilson (r) talks with Mrs. Eleanor Roosevelt.

* * *

Since its inception way back in 1932, the program has changed format hundreds of times. In fact, right now we consider part of the success of the program to be due to the fact that it has no specific format. It must vary from day to day to try to capture the imagination of the listeners. They must never quite know what to expect! However, they DO know that there will be the three stand-bys on the program: Louise Wilson, commentator and store's radio director; Syl Novelli, popular pianist, and George Haefner, WHAM staff announcer.

Weekly Features

They know, too, that they can expect at least one guest a week, and that the skits—which are very frequent—and other devices used to dress up the commercials, will be acted by professionals.

The professional touch of paid actors helps to make the commercials believable and convincing. The method employed is determined by merchandise to be advertised. It is never straight selling copy. It is dramatized with talent, sound effects, musical backgrounds, and special effects. It is intended to be informal and friendly. Two musical selections, as solos, are included, although this, too, varies from day to day. It may feature a medley of tunes from a current Broadway production, or it may have three or four shorter solos.

Skits and dramatizations, musical commercials, novelty interviews, etc., are constantly employed to intrigue and capture the interest of the listeners, with the inspiration for the various forms coming from the merchandise itself! Special seasons, holidays, public events and the like, are also the handles on which we hang our commercials.

To a surprisingly high degree, all the objectives of the program are being met in a very positive manner. We sell merchandise—lots of it—and we acquaint people with Sibley's services.

In all-advertising of certain departments, exceptionally good sales result with fortunate regularity. For example, in response to a plug for the *Vogue Pattern Book*, the buyer reported an immediate sell-out. The buyer of Daytime Dresses reported that of 100 pieces of merchandise in stock at the time of one morning broadcast, 85 were sold by noon of the same day, and the out-of-town shoppers not yet heard from. For the same department, a seven-minute skit on bemberg sheers sold $1,114 (100 bembergs at $8.95 and 20 at $10.95).

Radio Brings Prizes And Profits

Aids Book Sale

After we interviewed a local author about his new book, 50 orders were taken on the phone and for many days afterward an average of 15 copies per day were sold. After another air interview with an author, Sylvia Dee, regarding her book, *And Never Been Kissed*, the biggest autographing party in the store's history was held. Dozens and dozens of her books were sold and reorders sent in several times.

In all these cases, radio was the only form of advertising used.

Frequently, however, we use the radio program to cooperate in a promotion with the store's newspaper advertising, window, and interior displays. When all these media combine forces, traffic and

* * *

REGULAR meetings with the merchandise managers and discussions with store personnel are required in preparing each script of the award-winning *Tower Clock Time*.

TOP PHOTO: Miss Wilson receives the NRDGA award certificate from Julian Loewenguth, Sibley's publicity director.

SECOND PHOTO: Information on the Daytime Dresses Dept. is gathered for script material by Ora May Seekins, buyer in the department.

THIRD PHOTO: Scouting around the store looking for seasonal merchandise to include on the program, Miss Wilson stops in the children's department.

BOTTOM PHOTO: One of the program scripts is checked by Miss Wilson with Ed Durgee, a buyer.

sales have been simply terrific. But when radio stands alone, we can always notice the results on traffic, and definite sales invariably result.

Aside from sales, considerable goodwill has resulted from the *Tower Clock Time* broadcasts. Following the dramatic program presented on Thanksgiving Day, stressing the sending of CARE packages overseas, phone calls and personal messages poured into the store and into WHAM.

In response to a *Fashion Quizdown* series (once a week for six weeks), an audience participation show, many of the listeners came in to the store following the broadcasts to buy fashion merchandise mentioned on the program. They were particularly enthusiastic and eloquent. One buyer remarked after a sale to a listener-customer, "If this doesn't build goodwill for Sibley's, I don't know what can."

School Recommends

Tower Clock Time is considered important enough by Wells College (70 miles from Rochester) to be "recommended listening for dramatic and radio classes." The program is also required for special classes in our local Board of Education.

If Hooper ratings still mean anything—and I sometimes wonder, considering how badly they are misused and misinterpreted—these facts are somewhat important: In a city of six radio stations, *Tower Clock Time* on WHAM claims 29.4% share of audience. The program's rating equals the coincidental segment of the national *Breakfast Club*, and beats all other local competition by 50%.

Tower Clock Time is merchandised and directly beamed for the out-of-town customer. We use newspaper space to cover the city and surrounding towns. While the radio program does sell to our local city folk, its main objective is to sell the out-of-towner by mail and phone. Only merchandise suitable to be salable in this way is accepted. We've been able to sell everything from pins to pianos—yes, pianos, sight unseen.

How It's Done

How are the programs planned and written?

Sibley's does not use an agency. Sibley's is unusual in that it favors a similar special setup for radio as it does for newspaper advertising. In too many stores, we feel, radio is treated as a step-child of the advertising department, and anyone with a free moment or a ready typewriter is allotted the job of preparing radio copy. Sibley's, on the other hand, has completely separate staffs for advertising and radio. This one fact, perhaps more than any other, is responsible for whatever success the program has enjoyed.

The radio director and staff are housed in the store-owned office building. The office is close enough to the store to allow the staff to get into the store in a few minutes to see the merchandise, to hear about it from the buyers, and to observe customers' reactions. And yet the office is physically apart from both the store and the station.

Programs are planned with the merchandise managers and buyers in weekly or semi-monthly meetings. The radio office is no ivory tower to which merchandise is brought by buyers or stock girls. The commentator writes three of the Sibley programs with two freelance writers preparing one each weekly. Anyone writing copy for the program must go into the store and get the story first-hand. In addition, when possible, the commentator tries and tests the merchandise before advertising it.

Programs are planned, written, edited, and typed, then distributed for approval of merchandise managers and buyers. A complete copy is distributed to departments for information of sales people. Every department throughout the store receives mimeographed copies of advertised merchandise every day. In this way, a customer buying an umbrella may ask, and be intelligently informed by the umbrella salesman, where the jar of face cream advertised that morning may be found, and its price and brand name. This saves confusion and makes for additional sales.

Sign Copy

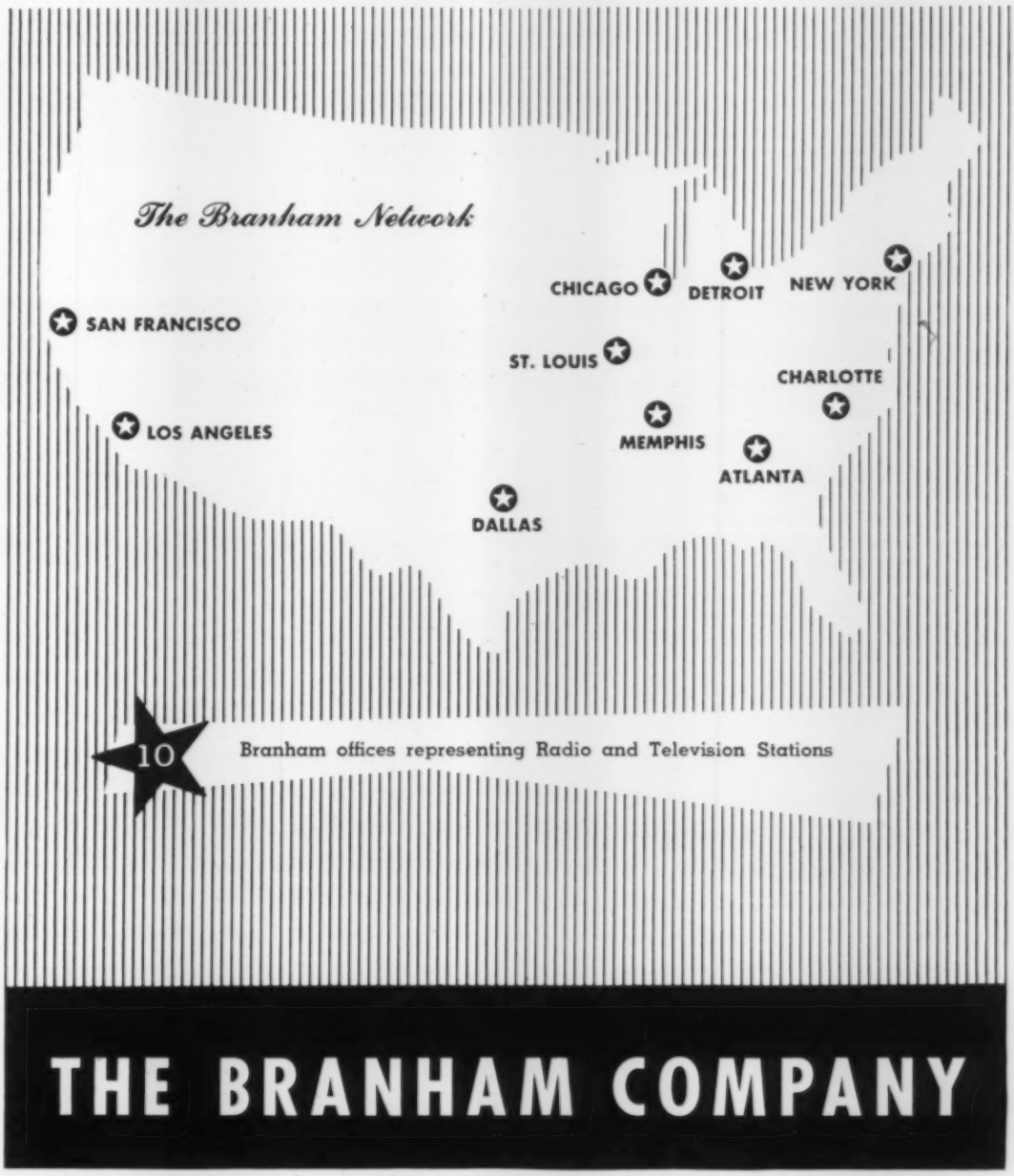
Sign copy is prepared for each item advertised, okayed by the buyer, sent to Sign Shop, produced, and then displayed in the department concerned on the day the merchandise was advertised on the air. A customer coming into the department may find it immediately. Or a customer who has not heard the broadcast is automatically attracted to it because of the effective sign. This makes for "plus" sales.

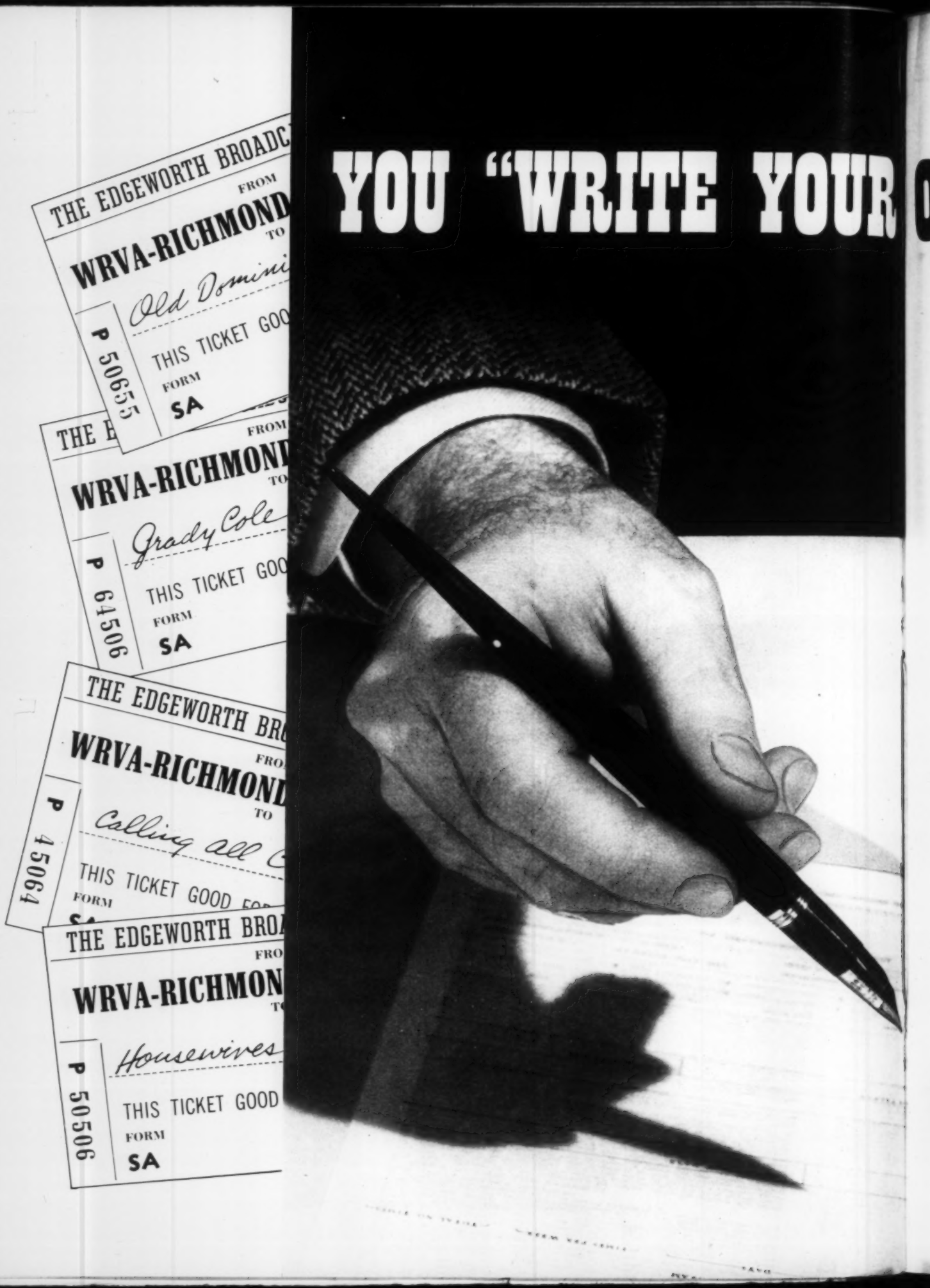
Although the store gives the radio director a budget for talent, the entire amount of money (not including salaries of the radio staff) spent on radio is just 5% of the store's publicity budget. Small as it sounds, it is considered adequate by the store and likely will not be increased until such time as television is added as a regular feature to the store's promotion schedule.

Winning awards is good. Selling merchandise is even better. We're happy that *Tower Clock Time* has been able to enjoy doing both over WHAM for so long.

Herman Lebow

HERMAN LEBOW, 60, vice president of Sterling Advertising Agency, New York, died April 21 at his home in New York. Mr. Lebow had been with Sterling since 1934 in executive capacities and he was also a prominent fashion authority having studied fashion art in Paris in his youth. Surviving are his wife and a son.

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R OWN TICKET" ON WRVA

Budget problem in the rich Virginia market? *Take it easy*, because WRVA makes it *so easy for you.*

You can *write your own ticket* on this 50,000-watt station because WRVA takes that *extra step!* Now, for little more than the cost of an announcement, you may participate in well-established, well-promoted and well-merchandised programs . . . *all* the benefits of top-notch programming and personalities . . . at a *fraction* of the normal cost.

This new plan is as *flexible* as Gertie's garter and one of these great shows is a "natural" for you:

OLD DOMINION BARN DANCE

*Monday thru Friday, 9:00-10:00 am. and 3:30-4:30 pm. Designed for high ratings and general listening. Features *CBS network commercial stars on a local basis. *(Brock Bar Ranch, CBS, Saturdays 7:00-7:30 pm.).*

GRADY COLE TIME

Monday thru Saturday, 5:00-6:00 am. Designed especially for rural audience and features fabulous Grady Cole. (Combination purchase with WBT, Charlotte, N. C.)

CALLING ALL COOKS

Saturdays, 10:00-10:30 am. Audience participation quiz show broadcast from WRVA Theatre (average audience of 800). Radio show is part of two-hour entertainment. Product displays; samples distributed; with retail grocer merchandising plan; actual product demonstrations. Buy it weekly, bi-weekly, or once a month.

HOUSEWIVES PROTECTIVE LEAGUE

Monday thru Saturday, 5:00-5:30 pm. Features Mark Evans and is designed primarily for food and household products.

WRVA EXTRA STEP

50,000 WATTS • RICHMOND AND NORFOLK, VA. • REPRESENTED BY RADIO SALES

XUM

Editorial

Whistlers in the Dark

PERHAPS the most artful shell game of our generation is the way in which the printed media have spread the word that television spells the doom of sound radio but that printed media will go on undisturbed.

They've spread the word so effectively that even some broadcasters believe it. But do the publishers, notably those without TV, believe it?

Every week that passes makes it clear that the newspapers and magazines in their public derision of television are in fact whistling past the graveyard—with nervous lips. In the privacy of their own lodge meetings they are treating seriously, as indeed they are wise to do, the medium which they publicly deride.

In New York, for instance, the American Newspaper Publishers Assn. last week studied television's cut-in on newspapers and magazines —a subject not incorporated in the proceeding for laughs.

And take a look at the agenda for the 20th annual convention of the National Newspaper Promotion Assn.. May 14-17 in Milwaukee. The first item is a session on newspapers' relationship to TV, with NBC President Joseph H. McConnell as the keynote speaker. There'll be discussions of TV's effect on newspaper circulation and on newspaper advertising, its use to promote newspaper circulation, and its effects, as shown in a two-year study, upon sports attendance.

We venture there will be little fun-making at television's expense in Milwaukee.

But the most revealing reaction came from Marshall Field, an older hand in radio than in newspapers. Expressly recognizing television's evening audience hold, his *Chicago Sun-Times* cut out afternoon deliveries to concentrate on morning-only, "for the greater convenience of our readers."

Rival newspapers set up an immediate howl. Some claimed their own circulations have increased during television's development, and that television actually helps afternoon papers by keeping people at home nights. But we wonder whether Mr. Field hasn't set a pattern for times to come.

The printed media's public attacks on TV are really an extension of their campaign against aural radio. Yet radio's circulation has continued upward, despite "plug-ugly" campaigns. And radio continues the *least* commercial medium.

Instead of moping about these oblique attacks, radio should sell itself as the most influential selling force extant. Instead of talking rate reductions, radio should talk rate adjustments upwards in those categories where audience and tune-in have increased. Instead of giving accounts 12 months' rate protection, radio should take a leaf from the book of the printed media and cut the protection to three or six months.

As TV grows, there are bound to be changes. But they won't be out of radio's pocket and into TV. The extent to which TV has tapped "new money" was convincingly told by the FCC in its latest revenue report [BROADCASTING, April 24]. The advertising dollars will be spent in direct ratio to results. Advertising isn't bought on habit or tradition alone.

TV's growth, amazing as it has been, is just beginning. Radio's growth may be less rapid, but it hasn't stopped. With 95% of American homes covered, it has only 5% to go.

FCC, We Agree—But

LIKE FCC Chairman Coy, we find ourselves in an anomalous position over the anti-gambling movement now on foot.

Testifying against a Justice Dept. bill (S3358) which he felt would give the FCC too much authority, Chairman Coy conceded that the Commission's "reluctance to accept broad delegations of authority" is not in keeping with "the role that is commonly expected of a bureaucrat."

Our own anomaly is that, examining FCC's substitute bill, we find ourselves for once in agreement with the Commission—at least up to a point. Certainly we agree the Commission's bill is better than the Justice Dept's.

The Justice Dept. would forbid interstate transmissions (broadcast, telecast, or otherwise) of "gambling information" and would define "gambling information" so broadly that FCC rightly thinks no line could be drawn squarely between that and legitimate news. FCC would be handed the job of drawing the line anyway. And in the case of horse races, broadcasters could carry no more than one a day and would have to delay for at least an hour the news of results of all others.

FCC's approach is more to the point. It would simply ban interstate transmission of data on bets, betting odds, and prices paid. Broadcasters and telecasters would be free to carry as many races as they please, and to announce the winners of others without delay. Radio and newspapers would have equal footing.

We fear, however, that we cannot make our anomaly complete by going all the way with the Commission. In racing, which seems to be the prime concern, pari-mutuel betting is legal in a number of states. Fans in those states would seem to have a legitimate interest in odds and prices information whether they are at the tracks or in their homes. Further, as Sen. McFarland observed, non-bettors have a sincere interest in the odds and prices on major events, such as the Kentucky Derby, the World Series, or a world's championship fight.

The answer, it seems to us, is more diligent enforcement of anti-gambling laws at the state and local levels. The Congress certainly should think long and hard before it acts. In no event should it act until it has conducted a searching overall investigation and found that the menace cannot be curbed without federal action of the severity and scope now proposed.

Wave Cargo

THE DECISION of most New York television stations to install their transmission facilities in a common location, unquestionably the best in Manhattan, points up an important variation between radio and television.

Unlike the wide differences in power and frequency—and hence signal coverage—that prevail among AM stations in any multiple station city, VHF television stations cover about the same ground. It is to the advantage of all within any community to select the best site for transmission and use it jointly.

Competition among stations is then pretty much centered in their programming, a very healthy circumstance. No television station in a multiple station area can hope to attract audiences on the basis of signal strength alone.

There is bound to ensue an invigoration of creative program thinking. In television, audience size will not be determined so much by the power of waves as by the cargo the waves carry.

Our Respects To—

SARKES TARZIAN

ASSOCIATES of Sarkes Tarzian, electronic engineer, manufacturer and station operator, describe him as a man who "is going places." He is the enterprising Philadelphian who became an adopted "Hoozier" and who, in six years, hurdled the electronic rungs of the success ladder to become a leader in his field.

Today, Mr. Tarzian and his wife, Mary, head up a million-dollar television manufacturing corporation — Sarkes Tarzian Inc., a young giant in the TV tuner, rectifier and tube producing industry, employing more than 1,200 persons in three cities with a payroll that exceeds $2 million annually.

In addition, they own and operate WTTS Bloomington, Ind., a 5 kw regional AM station serving Southern Indiana, and its sister, WTTV (TV)—"Indiana's second television station."

Mr. Tarzian also is known in the electronic engineering world as a man with creative and inventive ability. His most enterprising work in the broadcasting field is his high fidelity and high frequency method of AM transmission, called HIFAM. A fortnight ago, the FCC approved license renewal of his experimental HIFAM station, KS2XAP Bloomington, Ind., which first went into operation in 1946.

Sarkes Tarzian was born in Philadelphia Oct. 5, 1901. He attended public schools in the Quaker City, being graduated from the North East High School in 1920 as class valedictorian. He was awarded a Simon Muhr scholarship to the U. of Pennsylvania where he obtained his B. S. in Electrical Engineering in 1924.

Equipped with classroom knowledge, Mr. Tarzian put his know-how to work in the practical phases of electronics. He joined the Atwater Kent Corp. as design and development engineer.

At the Kent firm, Mr. Tarzian helped perfect the gang tuning condenser now in universal use. He also developed the all-metal radio cabinet that was used by the company exclusively and which reduced the cost of radio sets to the public.

In recognition of his keen approach to the radio industry technique, Atwater Kent in 1926 awarded the young engineer a graduate fellowship at his alma mater. A year later, he rejoined the corporation with an M. S. in Electrical Engineering and further knowledge in the field which was to become his life's labor.

By 1932, Mr. Tarzian's craftsmanship had earned him the post of chief design and development engineer with the firm. Four years later, he was at RCA in the role of chief engineer of the company's subsidiary in Buenos

(Continued on page 38)

SHE BATS 1000% with her WBZ "Home Forum Program" (9:30-9:45 AM, Monday through Saturday).. a daily favorite with innumerable New England home-makers. Limited number of participations now available through WBZ or Free & Peters.

SHE CATCHES a big TV afternoon audience each Tuesday at 4:15, sponsored by the Boston Post, on WBZ-TV.

MILDRED "TRIPLE-THREAT" CARLSON

SHE PITCHES a daily Boston Post column, "After Breakfast with Mildred Carlson." This column, with her radio and TV work, helps make her the best-known home economist in New England.. an advantage of real importance to advertisers aiming at this important *home* market!

carries your message into thousands of New England homes via

WBZ

WESTINGHOUSE RADIO STATIONS Inc

KYW • WOWO • KEX • KDKA • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Respects

(Continued from page 36)

Aires. In South America, Mr. Tarzian supervised production of a full range of RCA receivers, transmitters, phonographs, cabinets, radio components, disc and film recordings. In 1938 he was in Europe serving as consulting engineer to various continental firms engaged in radio set manufacture.

When 39 years old, Mr. Tarzian became chief engineer of RCA's then (1940) newly-opened plant at Bloomington. Lending his talent to the effort, he saw the plant swing into rapid production. A record 1.1 million receivers were turned out in 1941.

As the war changed living in the U. S. and also the nation's industry, Mr. Tarzian became a top technical consultant for RCA on such secret and highly important projects as the proximity (VT) fuse.

In June 1944 Sarkes Tarzian struck off on his own as consulting engineer. To supplement this, he started, with his wife, a Philadelphia-educated specialist in international relations, his business battle in the manufacturing world.

The industrial career ushered in numerous problems. At the outset, the Tarzians had $40,000 capital, a rented building, and his 20 years experience as an engineer in the radio electronics field.

In the ensuing years, production figures tripled and quadrupled as the demand for Tarzian-patented and produced parts grew. It is now estimated by his firm that 65% of the television industry uses the tuner, basic patents for which were taken out by Mr. Tarzian and now are owned by Tarzian Inc. His Bloomington and Philadelphia plants produce 4,000 tuners daily and the firm expects the figure to mount to 6,000. In addition to the aforementioned Philadelphia plant, his company also expanded to New Jersey where a plant is in operation at Hawthorne.

A new selenium rectifier plant in Bloomington, boasting one of the most modern and largest installations of its kind in the world, is only beginning production. When this plant hits full production, the firm estimates an output topping 5 million "Centre-Kooled" rectifiers annually. The Hawthorne factory currently is producing 16- and 19-inch metal TV tubes.

WTTV, a "home-built" TV outlet, is Mr. Tarzian's latest illustration of a continuing experimentation in the operational field. Most of its equipment was fashioned in the various Tarzian plants in Bloomington and took two years to assemble. Even the TV antenna was locally constructed.

Bloomington is a city of 20,000, the home of Indiana U., and is known as the "Limestone Capital of the World." WTTV is the first commercial TV station operating in a community of this size. It telecasts 12 hours per week and plans to expand its programs as soon as more network shows become available via microwave relays now being installed. Station is affiliated with DuMont, ABC, CBS and NBC. WTTS made its debut in March 1949; WTTV appeared on the Bloomington scene in November of the same year.

Six Busy Years

In this span of a busy six years, life has changed little for Mr. Tarzian since his initial and continuing success. Together with his wife, a 4-year-old son and 2-year-old daughter, he lives in the modest white bungalow he purchased five years ago in Bloomington.

Mr. Tarzian, who takes time out when he can to play a few holes of golf, considers himself a firmly-rooted Indianan despite his Eastern background and interests. He is an active Rotarian, member of the Chamber of Commerce and Bloomington Country Club. He is a solid "booster" of the community on both his radio and TV facilities.

While Mr. Tarzian has definite views about TV manufacturing and operations, he is by no means an "opinionated," hard-boiled tycoon. Associates and employes in his organization meet a soft-spoken, mild-mannered, scholarly-appearing man who constantly shuttles from plant to plant—except when he's not flying to the East or West Coast or to Chicago.

His philosophy can be summed up in a half-dozen thoughts: He believes small communities of America can have television, despite the assumption that TV for the time being must be reserved for the metropolitan areas because of financial reasons. And Mr. Tarzian, showing his practical weight—which has earned him a growing electronics empire — puts forward these ingredients for successful operation in TV: Application of basic business techniques, sound management, stable and mature programming and improved advertising methods to meet TV's visual demands.

HIGHLIGHTING the 37th annual Schoolmen's Week observance in Philadelphia late last month was the guest appearance of FCC Comr. Frieda B. Hennock (center) on a special *Meet the Press* presentation [BROADCASTING, April 24]. **With Miss Hennock are (l to r): Samuel Serota, president, Philadelphia Chapter of Assn. for Education by Radio and educational special events director of WIP Philadelphia; Helen Atkinson, chairman, Pennsylvania Suburban Schools Assn.; Dr. Fred Gruber, chairman, Cultural Olympics of the U. of Pennsylvania.**

LAWRENCE DEFENDS RADIO

WCOP Manager Answers Evangelist's Attack

CANCELLING out a usually heard sustaining news program, Craig Lawrence, general manager of WCOP Boston, spoke in defense of radio April 18 after Evangelist Billy Graham attacked "certain types of radio programs" as "one of the strongest contributing factors to delinquency, immorality, gangsterism and juvenile waywardness."

Mr. Lawrence

In his five-minute stand on behalf of Boston radio, specifically, and American radio, in general, Mr. Lawrence said that the attack on radio programs has become the "old faithful" standby of anyone seeking publicity in the newspapers. "It always gets space. It's sure fire," he said.

"Now, I have only the highest regard for the evangelistic work which Billy Graham is doing. . . . However, when he provides newspaper fodder critical of radio, I feel that a reply is necessary. Who is naive enough to say that radio programs, or newspapers, or preaching, or anything cannot be improved? Not me! I've seen too many improvements in the past 20 years. On the other hand, I also know from first-hand experience of the vigilance over program content exerted by the radio industry. By internal guidance, instead of external control, we have made it the cleanest form of family entertainment and mass entertainment that there is," he said.

"Too many critics use the term 'crime programs' far too loosely," Mr. Lawrence declared. "Should we refuse to carry a program such as *This Is Your F. B. I.*, which is endorsed by J. Edgar Hoover and other civic leaders?"

"In the final analysis," continued Mr. Lawrence, "it is the listener who determines the radio programs which will survive and those which will fail. There is radio programming for every taste and a glance at tonight's radio logs for Boston will show that. There is comedy with Bob Hope on WBZ, religious services with the *St. Cecelia Novena Service* on WMEX, mystery with the *Mystery Theatre* on WEEI, news by Gabriel Heatter on WNAC, service to veterans on WHDH, a discussion of race relations on *America's Town Meeting* on WCOP—these and many, many more in drama, comedy, music, news and discussion. David Sarnoff once said that the richest man could not afford to buy what the poorest man gets free by radio."

Management

MORT SILVERMAN joins WMRY New Orleans as executive vice president. He formerly was with WEIM Fitchburg, Mass., and WWCO Waterbury, Conn. He succeeds **STANLEY K. BROWN**, resigned. Mr. Brown had been with station since its inception in January. Future plans have not been announced.

ROBERT M. PEEBLES appointed manager of WKNY Kingston, N. Y. He formerly was with WKNE Keene, N. H., and has been with WHDL Olean, WJTN Jamestown, N. Y., and WCAE Pittsburgh, Pa. He succeeds **CLAUDE S. MIDDAGH**, general manager for past two years. Mr. Middagh's plans have not been announced.

Mr. Peebles

JOHN E. SADLER appointed manager of WSVS-AM-FM Crewe, Va. He succeeds **MAXEY E. STONE**.

JOHN COWLES, chairman of the board and vice president of Cowles Broadcasting Co., comprising KRNT Des Moines, WNAX Yankton, S. D., and WCOP Boston, elected a trustee of Ford Foundation.

CHARLES MOOS, formerly with RCA Victor, joins NBC's legal department as an attorney. Before joining RCA, he was commissioner at U. S. Conciliation Service and attorney for Wage Stabilization Board.

ROY H. THOMSON, owner of CKGB Timmins, CJKL Kirkland Lake, and CFCH North Bay, as well as National Broadcast Sales, Toronto, elected president of Canadian Daily Newspapers Assn.

FRED THROWER, ABC vice president in charge of sales, is the father of a girl, born April 23.

SINDLINGER

Leaves Measurement Field

STATUS of a $2.5 million court action against A. C. Nielsen Co. and C. E. Hooper Inc. by Sindlinger & Co., Philadelphia, operator of Radox [BROADCASTING, April 3] remained in doubt last week following withdrawal by the latter audience measurement firm from the radio audience analyses field.

The firm closed its Philadelphia offices and suspended business on April 21. Albert E. Sindlinger, president of the firm, said he had advised the telephone company to disconnect its Radox lines which were sampling 342 homes owning 542 radio and 132 TV sets.

Mr. Sindlinger said, "This ends our endeavor to provide an accurate, instantaneous, economical radio-TV audience measurement system with an adequate sample that produces facts within a matter of hours."

The firm's damage suit filed in a U. S. District Court, Eastern Pennsylvania, last month against the Nielsen and Hooper organizations charged them with "malicious and unlawful interference" with Sindlinger's business rights, and accused the Nielsen company of an illegal filing of patent applications.

The Radox system of measuring the radio and TV audience was introduced by Mr. Sindlinger in September 1948 [BROADCASTING, Sept. 6, 1948]. Financing of the company was completed with a group of Chicago businessmen seven months later following lengthy negotiations [BROADCASTING, April 25, 1949].

KWK-FM CEASES

After Four Years on Air

KWK St. Louis notified FCC last week that it was giving up its FM adjunct, after nearly four years of operation.

Ray E. Dady, vice president and station director of KWK and KWK-FM, wrote the Commission:

"Despite almost four years of effort to provide good FM service in the St. Louis area, it is our considered opinion that public acceptance of this medium is too limited today and shows too little promise of improvement to justify the continuation of FM broadcasting."

He returned KWK-FM's license, saying the station ceased operations at sign-off at 10 p.m. April 22.

The action of KWK in closing its FM affiliate came on the heels of similar moves terminating operations of WTMJ-FM Milwaukee, the first FM station west of the Alleghenies [BROADCASTING, April 3], and WMIT (FM) Charlotte, N. C., the first in the Southeast [BROADCASTING, April 10].

KWK is licensed to Thomas Patrick Inc., partially owned by the St. Louis *Globe-Democrat*. Its FM station was founded in 1946.

Milestones

► George Biggar, director of the *WLS National Barn Dance* for WLS Chicago, has celebrated 26 years of broadcasting. He first joined WLS May 1, 1924, and since that time has worked in various executive capacities at WFAA Dallas, WSB Atlanta, KMBC Kansas City, WLW Cincinnati, WIBC Indianapolis and KCRG Cedar Rapids.

► WRAK Inc., Williamsport, Pa., celebrated its 20th anniversary during Easter week.

► An all day party, with salutes from NBC on various network shows, helped WFOR Hattiesburg, Miss., celebrate its 25th anniversary. WFOR originated as WDBT, a 10 w station, April 6, 1925.

HITS HUTCHINS

Allen Protests Radio Attack

DENUNCIATION of U. S. radio by Chancellor Robert M. Hutchins, U. of Chicago, writing in the *British Broadcasting System Quarterly*, was described by Gordon Allen, general manager of WGEZ Beloit, Wis., as one "of the best examples of biased reporting" he had ever encountered.

Chancellor Hutchins had predicted American listeners would rise up in protest and throw their radio sets into the street.

Many broadcasters informed BROADCASTING they had received reprints of Hutchins article in plain envelope bearing Chicago postmark.

Commenting on the Hutchins claim there has been no radio industry change in 15 years, Mr. Allen observes the number of sets has tripled along with the number of stations in that time, with commercial broadcasting selling billions of dollars in goods and giving many billions in free time and free advertising impressions to public service projects.

Mr. Allen criticized Dr. Hutchins for the academic approach to world problems, with failure to study the two billion people who live outside the academic laboratory. Referring to criticism of radio and TV program talent and "epitomes of vulgarity," as cited by Dr. Hutchins, he recalls the vulgarities of Shakespeare which the U. of Chicago describes as the "expression of his time." He added that "radio believes the people know what they want when they listen to belly laughs, music, biased news—escapism from troubled thoughts."

Many broadcasters "are far ahead of the psychologist in applying mass psychology," Mr. Allen suggested. "Give radio a little time—educators have had centuries. We deal daily with people who are our bread and butter. We answer their demands as best we can. Apparently our efforts are successful."

Contractor saves penalty of $500 — by investing $3.84 in Air Express

Time clause in housing project paving contract stood chance of being invoked when equipment broke down at 5 P.M. 10-lb. carton of replacement parts Air Expressed from 1200 miles away. Delivery in 8 hours. Air Express charge only $3.84—and contractor completed job on time.

$3.84 is small charge indeed, since it covers door-to-door service. Anytime delivery, 7 days a week, at all airport cities. This feature makes the *world's fastest* shipping service the most convenient to use.

Air Express always goes by Scheduled Airlines; this means extra dependability, *experienced* handling. And shipments keep moving 'round the clock. Regular use of Air Express keeps *any* business moving.

Air Express gives you all these advantages

World's fastest shipping service.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline offices.
Experienced Air Express has handled over 25 million shipments.

Because of these advantages, regular use of Air Express pays. It's your best air shipping buy. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

Rates include pick-up and delivery door to door in all principal towns and cities

A service of
Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.

In New York, New Jersey,
Connecticut and
Western Pennsylvania

WNBC delivers twice as many markets as the largest newspaper

Your advertising message on WNBC, New York, delivers 25% or more of all the families in 64 cities of 10,000 population or over.

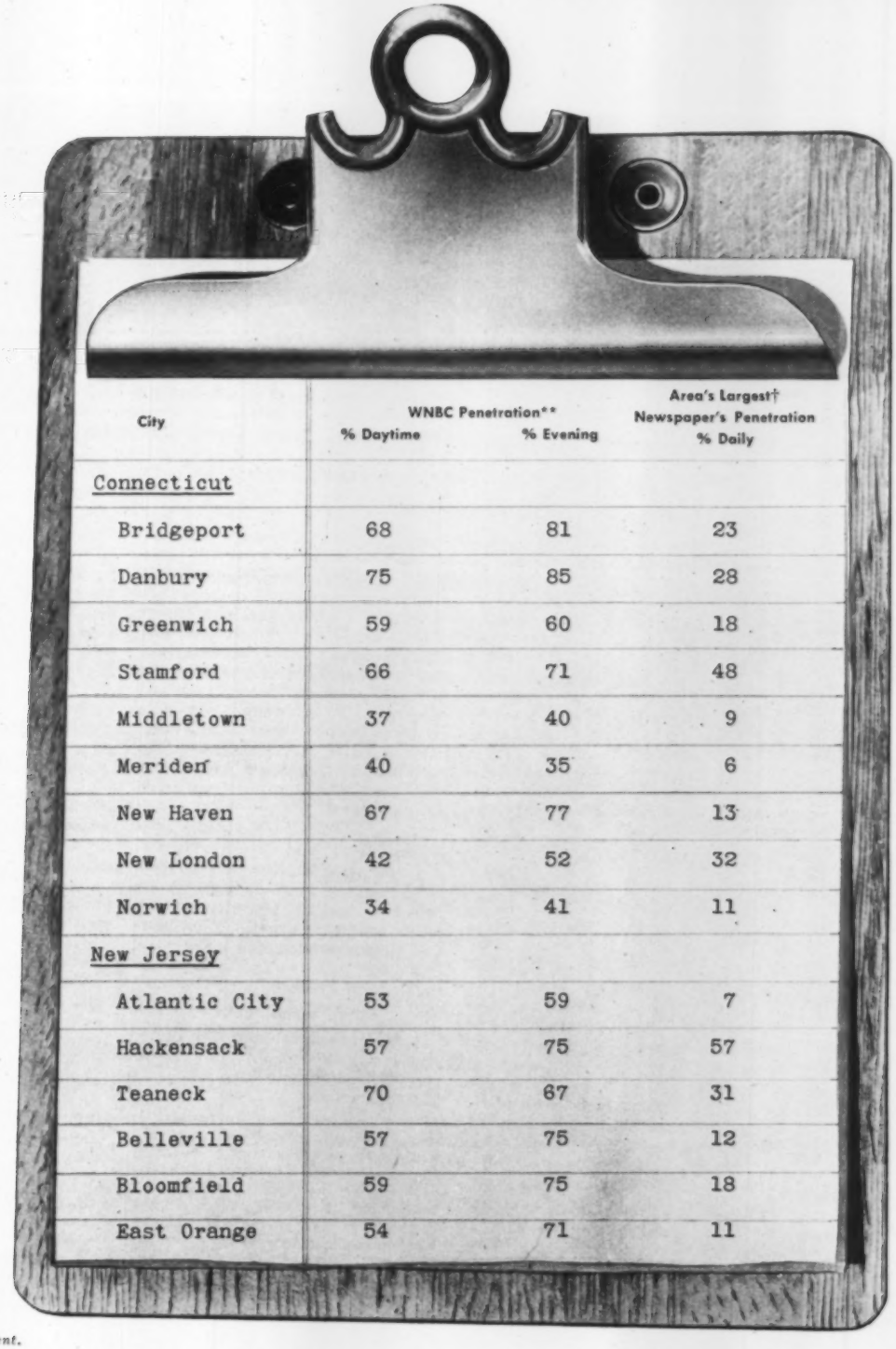
Your advertisment in the largest newspaper in this area delivers 25% or more of all the families in 33 cities.

Even more important to the advertiser who wants to *saturate* as many cities as possible: WNBC delivers larger audiences in 58 of the 64 cities in daytime and 62 of the 64 at night.

If your merchandising plans call for advertising that penetrates the largest number of markets at the lowest cost, your plans should include WNBC, America's Number One Station in America's Number One Market.

NBC SPOT SALES

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD



City	WNBC Penetration** % Daytime	% Evening	Area's Largest† Newspaper's Penetration % Daily
Connecticut			
Bridgeport	68	81	23
Danbury	75	85	28
Greenwich	59	60	18
Stamford	66	71	48
Middletown	37	40	9
Meriden	40	35	6
New Haven	67	77	13
New London	42	52	32
Norwich	34	41	11
New Jersey			
Atlantic City	53	59	7
Hackensack	57	75	57
Teaneck	70	67	31
Belleville	57	75	12
Bloomfield	59	75	18
East Orange	54	71	11

*Less than 1 percent.

**Source: BMB Study No. 2 March 1949. Percentage of total families in city listening to WNBC.

†Source: Audit Bureau of Circulations March 1949. Percentage of total families in city reading this newspaper.

For similar market penetration comparisons of the areas served by seven major radio stations, write NBC SPOT SALES, New York 20, N. Y. You will find that stations represented by NBC SPOT SALES deliver more markets with deeper penetration than any other advertising medium.

INFORMATION AVAILABLE ON:	SERVED BY:
New York, New Jersey, Conn. and W. Pennsylvania	**WNBC**, New York
Illinois, So. Wisconsin and No. Indiana	**WMAQ**, Chicago
Northern Ohio and N. W. Pennsylvania	**WTAM**, Cleveland
Washington, D. C., Maryland and No. Virginia	**WRC**, Washington
No. California	**KNBC**, San Francisco
Colorado, Wyoming, W. Kansas and W. Nebraska	**KOA**, Denver
Eastern New York and Western New England	**WGY**, Schenectady

Truman FCC Plan

(Continued from page 27)

level or staff level or both" but was unsuccessful.

"It was only when we were faced with the threat of legislative action to reorganize us that the Commission finally began to move," he added.

Several "situations" confront the Commission today, Comr. Webster continued, including serious budget problems, the growing complexity of national and international affairs, and changing U. S. social and political values which affect overall radio and TV program standards. On the latter point, he asserted:

The problem of this Commission's responsibilities in regard to such questions as overall program standards for radio and television are as acute as any that we have before us. Do we not have some obligation to see that we are organized to consider such problems in a manner that will be efficient, informed and timely?

Power 'Freeze' Feared

Sen. Schoeppel said he was fearful lest, under the President's plan, power be "frozen" in a chairman appointed by the President. Comr. Webster said that "if any chairman dominates, he'll do it and no law can stop it." He conceded he'd heard that FCC has had "dominating chairmen in the past."

Sen. Johnson told the Senate group Monday that the reorganization plans would divest FCC and other agencies and vest in the Chairman "important functions . . . which have contributed materially to their successful operation." He said the plans "will mark the beginning of the end of these agencies as quasi-judicial independent arms of Congress," and will make them "one-man" agencies.

Turning to the role of the staff within the commissions, he asserted:

It soons to me that what requires particular emphasis . . . is that there is a tendency in these agencies for a small group of senior members of the staff to endeavor to formulate policy for the agency and to run it. There is a well-known saying among agency staffs that, "Commissioners come and go, but the staff remains forever."

It is apparent that such groups at the Trade, Power, and Communications Commissions have long sought to set the policies for the commissions. That the Commissioners must rely on the staff for research, legal opinions, and other information somewhat facilitates this objective.

However, the necessity for the staff converting the full membership to their views and the fact that the full membership has a voice in the selection of the staff not only prevents such small groups from dominating these commissions, but gives each Commissioner an opportunity to procure independent advice from members of the staff in whom the individual Commissioner has confidence.

To put into the hands of a Chairman, appointed by the President, the power of "full supervision" over the staff, makes it possible for such a small group of the staff to dominate the Commission by securing the confidence of but one member in each agency. It also permits them, with the assistance of the one member who is designated as Chairman, to control the opinions and research material made available to all of the Commissioners.

This is a substantial step toward placing domination of an administrative agency in the hands of men who are neither appointed by the President nor confirmed by the Senate and are not responsible to the people.

Sen. Johnson told the committee he would like to see Commissioners of FCC and other agencies appointed by the House and confirmed by the Senate rather than named by the President as under the present system.

Balance Safeguard

"I don't see how any Commissioner with any self-respect—with any desire to serve his country—could be willing to sit in on such a Commission" as proposed by the President, he observed.

Sen. McFarland on Tuesday questioned the advisability of the President's plan on the grounds of principle and "my knowledge of how FCC and other Commissions work." He said America's traditional concept of "separation of power has kept the government in balance."

"If the staff owes its responsibility to the Chairman," Sen. McFarland charged, "you will have people pointing an accusing finger at the Chairman and saying he's responsible whether it's true or not."

Sen. McFarland told the group that his FCC reorganizational bill (S1973, passed by the Senate last year and now before the House Interstate Commerce Committee) was designed to eliminate frequent criticism that the Commission staff has influenced the Commission. He felt placing the staff under the Chairman wouldn't do away with such charges.

"In our bill we were seeking to separate staff and Commission duties and we didn't want the staff going around and lobbying," he added heatedly. He thought he could envision situations on station license applications where "the Chairman would direct how the staff would operate."

Plan 'Ambiguous'

NAB General Counsel Don Petty, appearing Wednesday, challenged the plan as "ambiguous" and told the committee:

Those engaged in radio broadcasting, the manufacture of sets and equipment, and members of the FCC have tremendous technical and other problems of far-reaching significance confronting them at the present time. It would seem that the wise legislative approach is that followed by the Senate in enacting S1973 [McFarland Bill], and not an approach which fosters ambiguities.

Specifically, Mr. Petty referred to hearing examiners appointed under the Administrative Procedure Act, citing their "indefinite status" under the President's proposal.

Mr. Petty suggested that "administrative" functions probably would include authority over information flowing from FCC.

He also questioned use of the term "executive" in Plan 11 and wondered whether it is intended to include the execution of Commission policies and mean that the Chairman would be responsible for them.

Another objection to the plan, Mr. Petty continued, is that it overlooks principles of the report of the Hoover Commission, which he said did not intend "to merge the executive, legislative and judicial functions of government." The President's message and plan contain such ambiguities "as to place the regulatory agency almost beyond the arm of Congress," he said.

Establishment of a "one-man agency" also was attacked by Frank Roberson, chairman of the Federal Communications Bar Assn.'s legislative committee, who leveled his fire at the problem involving appointment of hearing examiners. He said that with respect to FCC examiners "it is perfectly clear that [the plan] changes the method of appointment" required by the Administrative Procedure Act.

Further, he continued, "since the Chairman has responsibility for staff appointments, and since all agency action brings forth, and is largely dependent upon, staff recommendations, it would be plausible to assume that the staff will, and in fact must, follow suggestions or directions from the Chairman in preparation of reports or recommendations."

FCBA Lists Factors

FCBA also contended [BROADCASTING, April 24] that Plan 11 would:

Extend beyond Hoover Commission intentions in making the Chairman responsible for funds.

Break up equality of duties and responsibilities of the Commissioners by substituting a Chairman. . . . "There would seem to be little, if any, reason for the other six Commissioners if the plan is otherwise sound. . . ."

Make it impossible for the Chairman to discharge properly executive, administrative, legislative and quasi-judicial functions . . . without total reliance on the staff. . . .

Transfer the discharge of functions to "anonymous persons"—as far as the public is concerned.

Make a "super-official" of the Chairman, impair morale of the Commission, and limit the Chairman's power to "his own conscience."

Will not promote efficiency; but

PARTICIPATING in an Exchange Club of Hollywood meeting are these radio and television executives, all Don Lee network vice presidents. L to r are Charles L. Glett, in charge of television; Ward D. Ingrim, in charge of sales and advertising; Patrick Campbell, in charge of stations and guest relations; Walter Carruthers, in charge of engineering; Donn Tatum, general counsel, and E. J. Bowen, president, Exchange Club and head of a business management firm.

Everybody comes to the
WLS NATIONAL BARN DANCE
(See front cover)
WLS the Prairie Farmer station
Chicago 7, Illinois
Clear channel—50,000 watts—890 kc—ABC network
Represented nationally by John Blair & Company

assuming it does, "the price to be paid in terms of concentration of power is too high to pay."

Defending the President's plans, Frederick J. Lawton, director of the Budget Bureau, said the sole objective is to improve "organization and administration" of these agencies and that the plan would not alter substantive laws administered by them.

The plans would not affect quasi-judicial proceedings of FCC and other regulatory bodies, and separation of responsibilities in such proceedings as provided under the Administrative Procedure Act would "fully apply," he said.

Other 'Protections'

Among other "specific protections" afforded by the Act, he noted, is a provision that "hearing examiners, and the commissioners, when hearing cases on appeal, must make the decision in each case solely from the evidence, briefs, and oral arguments submitted on the record in connection with the quasi-judicial proceedings." This area of activity is not related to the transfer of functions in the President's plans, he said.

On direct questioning by Chairman McClelland, Mr. Lawton said he was unable to cite specific improvements which would result from such reorganization or any deficiencies or weaknesses in the present organizational structure. He felt, however, that the President's proposals would provide the "framework" for greater efficiency and administration.

Western Stove Show

THE WESTERN STOVE Co., Culver City, Calif., last week signed a contract with ABC for a 52-week period to sponsor the *Zeke Manners' Show* 7:45-8 a.m. PDT, Monday-through-Friday broadcasts on nine ABC Pacific Coast stations. The contract, signed through Brooks Advertising, Los Angeles, is effective Monday, May 8.

SESAC'S BUNNY

'Mr. Muggin' Is a Hit

SESAC INC., transcription library service firm, said last week it has chalked up its display at the NAB Convention as a "great success" because of a number of orders which have been placed as a direct result.

Additional proof of the exhibit's effectiveness, SESAC officials said, were continued requests from broadcasters for cardboard bunnies replete with lollipops attached which were given away at the convention. Over 3,200 such "rabbits" were distributed during NAB sessions.

The bunnies promoted *Mr. Muggin's Rabbit*, a half hour kiddie show, which is one of SESAC's program script offerings. It already has been sponsored over more than 200 stations, SESAC added.

MBS IN CANADA

FCC Gives Temporary O. K.

MUTUAL's authority to produce programs for transmission to and broadcast in Canada was continued on a temporary basis by FCC last week, pending decision on proposed rules changes which might deny it.

The Commission noted that it has pending a proposal which would provide that "since an alien may not be licensed, applications . . . filed by aliens for authority to originate programs in this country for transmission to a foreign country to be broadcast there, will not be entertained."

J. E. Campeau of CKLW Detroit-Windsor, a citizen of Canada, is a member of the Mutual board and for that reason, FCC said, "it would appear that the authorizations requested [by Mutual] cannot be granted."

But, the Commission added, the proposed rules change has not become final—an initial decision is now pending—and denial of the Mutual application at this time "would be a departure from the past practice of the Commission."

FCC accordingly gave the network a six-month temporary extension of its authority to transmit programs for broadcast in Canada, and said final action on its application would be held up until after disposition of the proposed rules changes.

KRUX SALE

Mrs. Brophy Retains 25%

DISPOSAL by Gene Burke Brophy of the major part of her interest in KRUX Phoenix Ariz., to Renee Donnet Cushman was revealed last week in transfer papers filed with FCC. Mrs. Brophy sells 65% to Mrs. Cushman for $31,500.

Mrs. Brophy originally was sole owner of KRUX, assigned 250 w fulltime on 1340 kc. She retains 25% interest. Mrs. Cushman, who has extensive ranching interests, earlier had acquired a 10% holding in the station [BROADCASTING, April 10]. Mrs. Brophy told FCC illness of her husband prohibited her from devoting as much time to KRUX as heretofore.

Brenner Objects

EXCEPTION to reference to *Armstrong Daily Sports* as a "tip sheet" was taken last week by Jack Brenner, president and general manager of the publication. In a letter to BROADCASTING, Mr. Brenner dealt with the coverage by BROADCASTING of the testimony of Andrew J. Kavanaugh, public safety director of Wilmington, Del., before the Senate Commerce Communications Subcommittee.

"For your information," Mr. Brenner wrote, "the *Armstrong Daily Sports* has been published for more than 30 years on the highest plane and enjoys the position of the authoritative turf newspaper of its class. It is not a tip sheet. . . ."

RCA TUBES ...
the standard of comparison
RCA
RCA ELECTRON TUBE 5592
RCA-5592 used in 50 KW FM Broadcast Transmitters
Use RCA tubes for FM where dependability and economy count
• RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or direct from RCA.
The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

RMA Realigns

(Continued from page 27)

with acceptance of five companies.

Mr. Geddes joined RMA Nov. 1, 1927, as executive vice president and general manager. In his career at the association he has been active in the development of the auto radio, shortwave sets and TV and FM. During the war he took part in conversion of the manufacturing industry to military production and the subsequent reconversion to peacetime manufacturing.

Since 1932 he has been secretary of RMA in addition to his other duties. Aged 68, he requested retirement last winter under a plan set up two years ago. During his regime RMA has had 12 presidents.

Before joining RMA Mr. Geddes was active in Washington journalism, traveling with several presidential and vice presidential candidates in their campaigns. He managed the United Press Bureau in Washington and was later chief of the Associated Press capital staff. His pre-Washington experience included newspapers in Omaha and Los Angeles.

Mr. Geddes is a member of the federal bar in Washington and the FCC bar, having been graduated in law from Columbian College, now George Washington U.

Katz New Offices

EFFECTIVE April 29, the Katz agency moved into new quarters at 488 Madison Ave., New York, on the 20th floor. The telephone number is Plaza 9-4460.

RADIO DAY

Marks Seattle Awards

AWARDS were presented last Tuesday to two advertisers, four programs, and three agencies for excellence in radio advertising at the Radio Day presentations of the Seattle Advertising and Sales Club's third annual advertising competition. Keynote speaker at the meeting was Rogan Jones, president of KVOS Bellingham and KPQ Wenatchee (see separate story).

Presented in five categories, the awards were as follows:

Best live announcement copy broadcast and designed to sell merchandise and/or service in the Seattle-Puget Sound area—Washington State Fruit Commission (Pacific National Advertising Agency). This award was based on an aircheck recording of announcements via *Housewives Protective League* on KIRO Seattle.

Best transcribed announcements designed to sell merchandise and/or service in the Seattle-Puget Sound area —Sicks' Seattle Brewing Co. for Rainier Extra Pale Beer (Western Agency). The transcriptions were produced by KJR Seattle.

Best program designed to sell merchandise and/or service in the Seattle-Puget Sound area — *Scandia Barn Dance*, aired Saturday, 6-6:30 p.m. on KOMO Seattle. Co-sponsors of the show are Old Yankee Foods, Williams Potato Chips, Meadow Brook Butter, Red Arrow Crackers, Krusteaz Pie Crust, and Northwest Blueberry Growers' Assn., all through Taskett Advertising Agency.

Best transcribed announcements promoting public relations and/or community service campaigns—the "Sell Optimism" campaign developed by KOMO last August.

Best program or programs promoting public relations and/or community service campaigns—The Seattle Chamber of Commerce's weekly *The Seattle Story*, KOMO. This was the only award recipient to be so honored for the second successive year.

Honorable mention in the final category was presented to *Quizdown*, the Saturday afternoon half-hour program presented jointly by the *Seattle Post-Intelligencer*, the Seattle Public School System, and KOMO.

Chairman of the radio awards committee for the Ad Club was Bill Hubbach, KOMO account executive. Serving with him were John Heverly, account executive with Botsford, Constantine & Gardner, and Lincoln Miller, executive vice president of KXA Seattle.

The judges were Gordon Bennett of Strang & Prosser Adv. Agency; Frank Swearingen, advertising director of Puget Sound Power & Light Co.; and Mrs. Herbert E. Vedder of the Seattle Council of Parent Teacher Assns.

New Research Plan

(Continued from page 30)

Jones referred to as "a stinger": "But you don't sell merchandise!" He expressed the belief that the findings of the new research technique would change advertisers' attitudes in this respect.

Prefacing his description of the new technique and its results, Mr. Jones told his Ad Club audience: "We at KVOS believe a lot of things not generally believed by other radio stations. Our odd beliefs briefly are:

"1. Bellingham is the most competitive town in the state's radio industry, audience-wise.

"2. Our newspaper, business-wise is the toughest competition in any small market. This is offered as a compliment.

"3. Radio performs the same fundamental service as a newspaper. They differ technologically, but not philosophically.

"4. A radio station should grow and prosper on its own merits. Not because it is alone in a market, or because of its network or because it buys monopoly rights to various events, etc., but because it does a better job than other radio stations and other media."

CBS' Carlborg Promoted

HERBERT A. CARLBORG, eastern sales manager of Radio Sales for CBS, last week was appointed manager of sales development for AM and TV at the network. Thomas Dawson succeeds Mr. Carlborg as eastern sales manager and Fred J. Mahlstedt, manager of research and promotion for Radio Sales, was named general service manager in charge of the research, promotion, program, traffic, clearance and contract departments.

WBMS MUSIC

Drops Classical Policy

WBMS Boston has abandoned its three-year-old policy for classical music and is returning to a formula of popular music today (Monday), according to George Lasker, vice president of The Friendly Group, operator of a chain of stations including WBMS.

In announcing the decision, Mr. Lasker said that if Boston is a city of culture where good music, the classics and semi-classics are better appreciated than anywhere else in the country, the hard, cold facts do not show it. "Appreciation for good music in Boston is so limited that the only station broadcasting it here exclusively for the past three years, has been compelled to abandon its daily output of Brahms, Beethoven, Bach and the masters of the ages, to adopt the more popular type of entertainment."

It was found, Mr. Lasker pointed out, that although a limited audience enjoyed and applauded the music, it resented the sponsorship and commercials that helped to make the broadcasting possible to such an extent that listeners would not patronize the advertisers . . . "and sponsors therefore would not support the station."

SARNOFF PLAN

Urges 'Voice' That Roars

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, said last week that the Voice of America must be strengthened as part of a vigorous effort by the U. S. to meet the world crisis.

Speaking before the American Society of Naval Engineers in Washington last Thursday, Gen. Sarnoff proposed six ways "to wage world peace and to prevent another war."

He outlined the six ways to peace as adequate military preparation, removal of tensions that arise from mutual fears and suspicions, a strong policy against piecemeal aggression, a vigorous domestic economy, U. S. leadership in restoring the economy of other nations of the free world, and spreading the message of America to both sides of the iron curtain. With respect to the last, Gen. Sarnoff said that the Voice of America, which is now a "whisper," must be "amplified to a road that will override man-made interference."

Mystery Award to MBS

WINNER of the best mystery radio program award given by the Mystery Writers of America Inc., at its annual dinner April 20, was MBS' *Murder By Experts*. Robert Arthur and Dave Kogan, producers-writers of the program, were given "Edgar" statuettes—busts of Edgar Allan Poe—as was the network.

WOC FIRST in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5
22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 9,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

'UNIFORM POLICY' *Opposition Presented In Oral Argument*

INDUSTRY attorneys, standing by their earlier recommendations, last Monday told FCC it should consider on a case-to-case basis only the applications of those who have violated non-radio laws. Their views were expressed during oral argument on the Commission's proposal looking to a "uniform policy" for handling of such applications [BROADCASTING, April 17].

Nearly all held that law violations—whether anti-trust or others—should not be considered by FCC unless they clearly pertain to the "character" of the applicant and raise a question as to whether the station would be operated in the public interest. They contended most all violations, except those specifically cited in the Communications Act, *per se*, should not be cause for denial, but properly may be considered along with other factors.

FCC indicated considerable concern over the anti-trust question, particularly with relation to the movie industry and its entrance into television in view of recent anti-trust litigation in the movie field.

Held Legislative Action

William A. Porter, counsel for Loew's Inc., parent firm of WMGM-AM-FM New York and KMGM (FM) Los Angeles, held FCC's attempt to set any uniform policy would constitute legislative action or an effort to broaden the scope of the Communications Act. He indicated only Congress could do this and FCC would be exceeding its authority as well as avoiding its discretionary responsibility as charged by Congress.

Mr. Porter explained anti-trust decisions are merely charts for future economic action and do not necessarily reflect on character. He said such suits are remedial and not punative actions as a rule.

Don Petty, NAB general counsel, argued FCC has no authority to "alter or amend" the Communications Act as it would in effect through a uniform policy. He held the Commission also would in effect be legislating criminal law since violation of FCC policy is punishable and subject to fine under the Act.

Paul A. Porter, past FCC chairman and counsel for Paramount Pictures Corp. and Paramount Television Productions Inc. (KTLA (TV) Los Angeles), told the Commission it now has power to limit monopoly or dominance in its network and other rules and hence no additional procedural rules were necessary. He reminded FCC that to exclude the movie group from TV would be excluding a "dynamic competitive factor" in the progress of that medium.

Mr. Porter explained the 1938 movie suit was a civil, not criminal, action and that the Justice Dept. in initiating it had commented on the cooperation of the film industry in seeking to have the anti-trust situation clarified. He said the court, in accepting the film industry's consent decree to certain violations in 1949, could have ruled to have FCC revoke certain movie film radio licenses. Yet FCC itself did not consider the case pertinent since it did not participate, he indicated.

Bernard Koteen, counsel for WPTR Albany, chiefly owned by Schine Chain Theatres Inc., related FCC in its brief filed with the District Court in the network rules case declared consideration of anti-trust actions is discretionary since the actions may not relate to radio. He said the Commission in its newspaper ownership case also concluded it could not fairly adopt any general policy on procedure. Mr. Koteen further pointed out numerous cases in which the Commission has preferred an applicant in a competitive proceeding in spite of various law violations.

Kenneth C. Royal, former Secretary of the Army and counsel for Twentieth Century-Fox Film Corp., expanded earlier statements concerning the wide and changing scope of anti-trust proceedings and illustrated how courts now are ruling as violations the very things they previously ruled were legal. He indicated the whole gamut of legal action cannot be covered by any general rules.

Duke M. Patrick, representing United Paramount Pictures Inc. (WBKB (TV) Chicago), new exhibiting firm formed in the split of Paramount as a result of the movie litigation, warned that the violation itself cannot be fairly considered, but rather each factual situation surrounding any violation must be taken into account.

Turner's Stand

George Turner, appearing for Westinghouse Radio Stations Inc., held that what an applicant does after an anti-trust decision is more indicative than what he did before. He affirmed the controlling factor should be an applicant's record in the field concerned, rather than unrelated action in another field.

Pleas for case-to-case consideration also were made by John P. Southmayd, representing Warner Bros.' KFWB Los Angeles; W. Theodore Pierson, in behalf of Yankee Network, WKY Oklahoma City, KOB Albuquerque, KGLO Mason City, Iowa, and WTAD Quincy, Ill.; William A. Roberts, Allen B. DuMont Labs., and James H. Neu, CBS. Mr. Pierson observed a single violation does not determine character and FCC would not do its duty if it ruled violators out automatically. Mr. Roberts noted violators are treated on a case-to-case basis, with all facts weighed, by other similar agencies such as the Interstate Commerce Commission and Civil Aeronautics Administration.

FOR SALE

TRANSMITTING EQUIPMENT OF FORMER STATIONS

WTMJ-FM (93.3 mc) and WSAU-FM (95.5 mc)

50 kw RCA transmitter with control console

G. E. modulation and frequency monitor

550 foot Blaw-Knox tower, Type H-40 complete with Type A-4 lighting

8 element Federal square loop antenna with de-icers

1340 feet Andrew Company 52 ohm 3⅛ inch transmission line with flange couplers. Also 6 expansion joints and 4 each 45° and 90° elbows.

Tubes used for varying number of hours: 8 type 5592 power tubes, 8 type 7C24 intermediate power tubes, 12 type 857B rectifier tubes

●

10 kw REL transmitter with control console and modulation and frequency monitor

500 feet Andrew Company 52 ohm 3⅛ inch transmission line with flange couplers. Also 2 each 45° and 90° elbows.

Johnson iso-coupler and standing wave indicator

8 type 4-1000 used Eimac power tubes

●

Offers for all or part of the above equipment will be considered. For further information communicate with

Walter J. Damm

Vice President and General Manager of Radio

THE JOURNAL COMPANY

MILWAUKEE WISCONSIN

Horse Race Bill

(Continued from page 23)

only lead to confusion, evasion, and, in all probability, failure of the law to achieve its objectives."

It would be better, he argued, simply to provide a criminal penalty for interstate transmission of information with respect to "actual bets and wagers, the odds on the particular sporting event, and the prices paid by the winners of the particular races or other sporting events."

Because of the professional gamblers' and bookmakers' need for rapid receipt of this information, he maintained, such a ban would "strike a substantial, if not fatal, blow at the interstate gambling business, at least as we presently know it." He felt that additional sports data which might otherwise be helpful to gamblers would be of "only minor use" without the bets-odds-prices data.

Always Some Gambling

He continued:

. . . As long as there is horse racing, or dog racing, or any other kind of racing or sporting events, there is going to be gambling of some variety.

The difficulty is, however, that if you attempt to prohibit the transmission of any information other than that relating to the purely gambling features of horse racing, such as the specific items mentioned in the Commission's bill, you inevitably get into a situation in which any information is going to be useful and where you are going to have to determine what should be prohibited not by the type of information transmitted but by consideration of the purposes for which it is submitted and the uses to which it is made.

But once you attempt to make any such distinctions you have raised enforcement problems which make the law impossible to administer by any government agency.

The bill's exemption of information intended solely for broadcast or publication also would create problems, he said, though he conceded some such exemption would be necessary if other broad terms were retained.

The most serious objection, he said, relates to enforcement problems and the "innumerable avenues for evasion" which stem from the exemption clause.

He did not think FCC's proposed ban on bets, odds and prices would justify censorship protests or complaints by stations or newspapers that their sports coverage was being impaired. He explained:

Under the Commission's proposal the newspapers could obtain, by means of communications facilities, whatever information on sporting events they choose and whenever they wish except that information about bets, odds or prices paid may not be transmitted to them by means of interstate communications facilities.

Similarly, radio and television stations could broadcast direct accounts of all sporting events as they take place, or news about events which have already occurred, so long as they refrain from giving, by sound or sight, the odds or prices paid.

Chairman Coy felt the ban on transmission of lottery information by radio or the mails is an excellent parallel of the Commission's proposal and, in the same way, an answer to any charges of censorship which might arise.

Sen. McFarland argued at one point that "personally I see quite a bit of difference between the transmission of a lottery and transmission of race horse information and information about a baseball game." Mr. Coy said FCC had tried to "draw the line" in its proposal.

Mr. Coy told the subcommittee he did not "see how it can logically be argued, as it has been here, that a ban on the interstate transmission of gambling information for printed publication would be illegal censorship but that the imposition of a one-hour delay on the broadcast of a far wider variety of information would not be illegal censorship."

He felt the Justice Dept. bill "would be subject to question" insofar as it might prevent the transmission of some types of information "which, under some circumstances, may have no reasonable relationship to the evils of gambling."

FCC's proposal, he said, is not similarly open to question.

In making FCC the enforcement agent, Mr. Coy said, the Justice Dept.'s plan would give the Commission a task for which it has "neither the manpower nor a reasonable expectation of getting sufficient funds for the needed manpower."

He continued:

If the transmission of this gambling information is injurious to the public welfare and must be prohibited, it should be made a crime for the sender to transmit the prohibited types of information. . . .

Enforcement . . . should be directed primarily against the persons using interstate communications facilities for the transmission of the prohibited types of information, such as the nationwide racing news services, rather than against the communications companies whose facilities are utilized.

FCC Stand Given

Chairman Coy emphasized that FCC was "not attempting to avoid all responsibility." If transmission of gambling information is forbidden, he said, FCC would have a "clear basis" for considering violations in its renewal proceedings, and for requiring common carriers to file tariffs stipulating they will refuse the use of facilities for transmission of the banned information.

"But," he added, "there is a great difference between permitting the Commission to apply sanctions where it appears that a carrier or broadcaster wilfully or knowingly participated in the violation of federal law, and requiring the Commission to act as the sole interpreter and sole enforcement agency with respect to such law."

Mr. Carroll, appearing under subpena, told the subcommittee he was "completely indifferent" about the pending bill, but that the effect of wire-service facilities was "of no importance in the carrying on of large-scale gambling."

He conceded that much present-day betting cuts across state lines and that the proposed legislation would eliminate the use of telegraph facilities to send money for bets and to pay off bettors. But, he contended, the long-range effect would be to readjust betting areas without materially affecting the total amount of gambling.

It might, he said, prove even more profitable for the individual price-maker, such as himself.

Correction, Please

FACTS . . . *not claims*
. . . about buying time in Lansing, Mich.

WILS is the most powerful station in Lansing (and always has been—ask the FCC). 1000 watts full time.

WILS is 4-times more powerful than the 2nd station (250 w. is still 250 w. regardless of transmitter placement).

WILS is the only Lansing station to increase power in years.

WILS is the only station actually covering the entire trade area.

These are facts—not advertising claims. Check with Rambeau before you buy, and you'll buy . .

WILS

Lansing's Most Powerful Station
1320 kc. • 1000 watts

Represented by Rambeau

Telecasting Insert
Pull Out for Filing

AAAA ELECTIONS

Six Councils Named

COMPLETE list of the six sectional councils of the American Assn. of Advertising Agencies was released last week upon completion of elections for new officers and governors, AAAA reported. The new boards of governors for the councils are as follows:

NEW YORK COUNCIL—Chairman: J. Davis Danforth, BBDO. Vice Chairman: Fletcher D. Richards, Fletcher D. Richards Inc. Secretary - Treasurer: John E. Wiley, Fuller & Smith & Ross Inc. Other Governors: T. Hart Anderson, Anderson, Davis & Platte Inc.; Don Francisco, J. Walter Thompson Co.; Walter Weir, Walter Weir Inc., and Alvin H. Kaplan, Kaplan & Bruck.

NEW ENGLAND COUNCIL—Chairman: Edward F. Chase, Harold Cabot & Co., Boston. Vice-Chairman: George C. Wiswell, Chambers & Wiswell, Boston. Secretary-Treasurer: Harold L. Reingold, The Reingold Co., Boston. Other Governors: Julian L. Watkins, H. B. Humphrey Co., Boston; Frederick C. Noyes, Horton-Noyes Co., Providence.

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MAY 1, 1950

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MAY 1, 1950

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CBS SHOWING

FCC Views New Color Receiver and Camera Chain

ALL-ELECTRONIC color television receiver and a new compact color TV camera chain were revealed by CBS last Wednesday in New York as it demonstrated to FCC its technique of adding horizontal dot interlacing to its field sequential color system to improve resolution and definition.

Using a single-gun, three-image, projection-type kinescope similar to that employed by Color Television Inc., the all-electronic CBS receiver was termed still in the experimental stage and not ready for commercial use.

The new camera chain, being prepared for testing, consists of two units—a camera one-sixth the size and one-third the weight of present monochrome cameras, plus a small control unit. The chain would be used for both broadcasting and closed circuit work, it was said.

At FCC's color TV hearing in Washington Tuesday, the only regular session held last week, Dr. Allen B. DuMont, head of Allen B. DuMont Labs., told the Commission his firm, "according to tradition," would seek to be the first out with a color receiving set, regardless of which system FCC might approve. He reaffirmed his earlier position it was too soon to pick any color system but indicated he preferred a compatible "dot sequential" system if a choice must be made now.

A Few Sets Produced

However, during Dr. DuMont's testimony it was brought out that his firm produced a small number of CBS disc-type console receivers to pick up CBS color signals from New York in early February. It was indicated these sets, based on a 10,000-unit "consumers item" production, would each cost $439.18 plus $30 labor cost. "These figures indicate a recommended selling price of $1,125," an exhibit said.

These sets optionally could operate on either VHF or UHF channels, or be able to pick up both, FCC was told. Similar sets, for closed-circuit reception only, are to be offered commercially by DuMont in conjunction with its new high-definition 18-mc field sequential color TV system for industrial uses.

Meanwhile, Color Television Inc. advised FCC that it "has effected a significant improvement in the performance of its system of color and black-and-white reception." CTI suggested the week of May 15 as suitable for the Commission to go to San Francisco to witness further demonstration of the firm's line sequential technique.

Webster Not Present

All Commissioners excepting Comr. E. M. Webster attended the CBS demonstration in New York last Wednesday. The horizontal interlace principle was demonstrated on a CBS color receiver having a 12½" picture tube (without magnifying lens) and simultaneously on a similar set from which the color wheel had been removed to present a black-and-white picture.

The network showed 4-mc field sequential color without horizontal interlace, then switched to 4-mc color with interlace added and then to color on a 9.6-mc bandwidth which Adrian Murphy, CBS vice president and general executive, told the Commission gave an equivalent geometric resolution of a 525-line black-and-white picture.

Dr. Peter C. Goldmark, CBS director of engineering and research development, pointed out addition of the interlace principle to reception on the 4 mc bandwidth improved geometrical resolution. He had previously advised FCC the technique would almost double the potential ceiling of performance for the CBS system. CBS proposes the interlace technique could be optional (at higher cost) on its color sets for those who wanted to pay for extra picture detail.

Admitting varying degrees of geometrical resolution were apparent when a test pattern was shown on the 4 mc band, with and without interlace, and on the 9.6 mc band, Mr. Murphy pointed out they were not apparent in pictures of other subjects.

Patty Painter, the model who has been featured throughout the CBS color demonstrations, was shown holding a colorful box of cereal during the three different presentations. Variations in resolution in those sequences were difficult if not impossible to discern, some observers said.

Geometrical resolution is important, said Mr. Murphy, if "all you want to look at is a test pattern."

The electronic color receiver shown by CBS used a standard

(Continued on Telecasting 17)

SARNOFF ON TV

Sees $5 Billion Industry by '55

TELEVISION will be a $3 billion to $5 billion per year industry within five years, and will reach almost 80 million viewers within two and a half years, Brig. Gen. David Sarnoff, chairman of the board of RCA, predicted in Chicago last Monday. He was there to dedicate RCA Victor Division's new all-electronic television exhibit in the city's Museum of Science and Industry.

Although commercial TV is less than three years old, it is the "fastest growing new industry in American History," Gen. Sarnoff said. He anticipates more than 9 million home receivers by the end of this year, with "at least 20 million sets and about 80 million viewers by the end of 1952."

* * *

Terming television "a great new force for industry and commerce, which makes every home a potential theatre," the RCA board chairman said the medium is "unparalleled as a means of entertainment, even though it is still a very young infant." Gen. Sarnoff, dubbed the "Father of Television" by the Television Broadcasters Assn., envisions video as a new art form, a combination of all others calling for the creation and development of new methods of entertainment and exposition. "The greatest opportunity it holds is for young people in the rising generation, an opportunity as broad as all outdoors," he said.

Television, like radio, is a force rather than an instrument—a system of communication rather than the instrument making such communication possible, he believes. "We can now deliver a message to the brain via both ear and eye, multiplying many times the force and impact."

The exhibit which he dedicated "demonstrates not yesterday, which is considered typical subject matter of museum exhibits, but events of today and tomorrow," he said. Maj. Lenox R. Lohr, president of the Museum of Science and Industry and former president of NBC, acknowledged the dedication.

Gen. Sarnoff and Maj. Lohr were introduced by John K. West, vice president in charge of public rela-

(Continued on Telecasting 13)

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AT RCA's new TV exhibit at Chicago's Museum of Science and Industry were:

Left photo: Brig. Gen. David Sarnoff, RCA board chairman (center), who made the presentation to Major Lenox R. Lohr (r), president of the museum and former president of NBC. At the left in Gen. Charles G. Dawes.

Right photo—Dinner speakers at the dedication included (l to r) John K. West, toastmaster, vice president in charge of public relations, RCA Victor Division; J. Roscoe Miller, president, Northwestern U., and Frank M. Folsom, RCA president, who introduced Mr. Miller, guest speaker.

XUM

TV STANDARDS

NAB To Set Up Code Unit

APPOINTMENT of an all-industry committee to consider advisability of drafting a code of practices for television broadcasters will be made in the near future by NAB, President Justin Miller told TELECASTING last week.

At present the idea rests in a list of long-range projects to be taken up by the NAB TV Dept., headed by G. Emerson Markham. At the NAB board's February meeting Mr. Markham said preliminary work on an industry code is under consideration.

The code idea gained impetus at an April 20 luncheon of the American Television Society in New York at which Theodore C. Streibert, president of WOR-TV New York, advocated steps to draft a code.

Will Discuss With Ryan

Judge Miller said that as soon as William B. Ryan, new NAB general manager taking office today (Monday), is settled in his work he will take up the project with him, as well as with Mr. Markham, NAB board members, and network and station officials. The subject is expected to come up at an NAB-network meeting in New York May 15 (see story page 24).

"I have seen some evidence of a desire for a television code similar to the Standards of Practice for broadcast stations," Judge Miller said, recalling he had heard from FCC Chairman Wayne Coy, Mr. Streibert and several others in the industry. He added that some Parent-Teachers Assn. groups along with civic and religious organizations had shown interest in the idea. An American Bar Assn. committee is considering the need for TV standards, he added.

"The present broadcast standards apply to television stations," he said, "since the NAB by-laws expressly include TV member stations. Generally speaking, TV member stations are working on that theory. Most of the code provisions apply to television but new areas should be explored in which visual programs present new problems.

'Matter of Emphasis'

"I suppose it will be more a matter of emphasis, such as the degree to which crime and mystery programs affect members of the family. The technique of committing crimes can be more apparent on TV, where it can be seen, than on aural broadcasts. Of course, school classes in penmanship teach the techniques of forgery and chemistry classes teach methods of committing other crimes.

"Perhaps the main benefits of code drafting would come from the discussion itself. This was the case with the Standards of Practice. Broadcasters have gone much farther than the press in self-regulation. The Standards of Practice were well received by the nation and the code process offset much criticism. Television leadership has been careful in its programming standards and the occasional slips have been corrected.

"There will be some difficulty in handling the advertising standards. For example, if a Texaco sign appears in a television program should it be considered commercial time in addition to commercial announcements."

TV FILM CODE

TPA Counters MPA Move

IN MOVE to counteract what it thinks is an attempt of the Movie Producers Assn. to enforce its film code on the television industry, Television Producers Assn., Hollywood, at a recent meeting voted a resolution to call attention of television stations to the TV code adopted by it and New York Television Producers Assn. Action followed a recent talk on the subject by Joseph Breen, head of MPA, before American Television Assn. in New York.

TV producers feel that their code, a more rigid one, is more applicable to the television industry than the MPA code which would not take in the new problems that television offers. TPA code was adopted separately several months ago by the New York and Hollywood groups which have since combined in a National Society of Television Producers.

Nominations for offices of president, treasurer and three board of director seats also were held at the TPA meeting. Nominated for president were Mike Stokey, now vice president; Fred Kline, Bob Oakley, for treasurer, re-election of Maleese Black; board of directors, Arnold Marquis, Fred Kline, Bob Oakley, Bob Clampett, Joe Ainley, Al Burton. Elections will be held at the next meeting May 19.

TALKING over signing of contract by Peters Shoe Co., St. Louis, for alternate-week sponsorship of ABC-TV's *Super Circus*, Sunday, 4:30-5 p.m. CST, which started April 23, are (l to r): James L. Stirton, sales manager, ABC Central Division (where show originates); Claude Hopkins, general manager of Peters Shoe, and Bob White, account executive, Henri, Hurst & McDonald, Chicago. Co-sponsor is M&M Candy Co. Half-hour from 4-4:30 p.m. is sponsored by Canada Dry Ginger Ale.

WTMJ-TV Cuts Baseball

WTMJ-TV Milwaukee has announced it will not telecast any of the Milwaukee Brewers' games this year. Because of objections of many TV set owners to so much baseball, particularly both games of Sunday doubleheaders, WTMJ-TV said it did not consider telecasting the entire schedule. In addition a plan to telecast a limited number of games was abandoned, the station said, because the price asked per game by the baseball club was too high to be submitted to any advertiser.

Television Code— (I) . . . . . AN EDITORIAL

IT WAS probably inevitable at this stage of television development that there would have occurred enough lapses in common sense and good taste in programming to arouse a fear within the industry that unless formal corrective action were taken at once, censorship was just around the corner.

Before the investigation of a telecasters' code goes further, it is timely to consider the history of self-regulation in other media of mass communications. Two examples are at hand.

One is the code of the Motion Picture Assn., an instrument which is still the subject of sore controversy within the film business although, on the whole, it seems to be regarded as indispensable.

The movie code, being an institution of 20 years standing, has more and more been looked to as a possible model for a telecasters' code, and indeed at least one television station has invoked the Hollywood standards for its own guidance.

This publication, being singularly preoccupied with the broadcasting business, is not disposed to comment in detail on the provisions of another industry's code. It is not, however, beyond our offices to say that any similarity between the movie code and any set of standards applicable to video is purely coincidental.

Dissimilarities exist even in the circumstances that prompted the movies to adopt a code and those prompting telecasters to consider one.

Anyone old enough to remember pre-code Hollywood productions recalls that some of them contained material that the most irresponsible telecaster would automatically reject. In the films of those days, virtue was not invariably rewarded, crime sometimes paid, and the female neck was something that Rudolph Valentino nibbled on so industriously that even toddlers in his audiences could not mistake his intentions.

It was not because such films lacked commercial appeal that the movies turned to organized self-regulation.

The movies adopted a code in order to eliminate a rising tide of local and state government censorship, varying so widely from community to community that a film maker had no way of being sure whether a scene that was passed in Oshkosh would be approved in Omaha.

The motion picture code was intended to establish one set of rules that would be acceptable to the majority of censors and thus would eliminate the vexing variations in standards.

No such tide of censorship applicable to television is swelling today.

The reason it is not is simple: Television standards, on the whole, are just as high—without a code—as movie standards with one.

Aside from the fact that telecasters are sensitive to public reaction, they are obliged to watch their programs with care because of the inescapable surveillance of a federal agency. The movies do not operate under the scrutiny of an FCC.

The production of smut can put a broadcaster out of business overnight. Movie producers face no such possibility of summary action.

The glaring violations of decency in television have been few. The fact that so few could arouse so much interest in self-regulation is in itself an indication of the healthy state of television morals. Responsible telecasters have already taken serious measures to avoid repetitions of breaches of taste. They are not, by the most extreme assessment, in anything like the predicament of Hollywood before the adoption of a film code.

The second example of self-regulation in a mass medium is, of course, the NAB code which was written, after tumultuous labor, two years ago. It is more germane to television than the movie standards and will be treated in relation to television in this space next week.

VIEWING UP *Tops Night AM in Baltimore, Hooper Report Shows*

BALTIMORE is the first U.S. city to show TV getting a larger share of sets-in-use than radio during the evening hours, according to data collected in February by C. E. Hooper Inc. The Hooper city report on Baltimore evening audiences for that month shows 50.2% of those called by Hooper interviewers reporting watching TV at the time of the call, while 49.8% were listening to the radio.

Other cities nearing the 50-50 mark in February were Philadelphia, with TV getting roughly 46% of the evening audience to radio's 54%; New York, where the ratio was 45% TV to 55% radio; Washington, with 43% TV to 57% radio, and Los Angeles, with 40% TV to 60% radio.

The TV-radio trends are charted for all TV cities covered by Hooper reports each month in the Hooper New York Pocketpiece by an insert which shows the rise in the TV audience and the decline in the radio audience, month by month, since January 1949. The Pocketpiece also shows the share of audience among New York stations, radio and TV, by half-hour periods through the week.

The New York Pocketpieces are part of an audience measurement package service which the Hooper organization will start in June. Basic unit of the package is the collection of City Reports, issued up to three times a year for each of approximately 100 U. S. cities and showing how the audience is shared by half-hour units among the stations serving each market. As formerly, these city reports are available to advertisers and agencies for all measured cities as well as stations in each city.

Supplementing the city reports is an improved share-of-audience report for each city summarizing the average share of audience of each station for the average weekday morning, average weekday afternoon, Saturday daytime, Sunday afternoon and average evening. In addition, these reports now include each station's share of audience for each evening of the week. Issued monthly, these share-of-audience reports will cover all cities measured by Hooper during that month and will be available to advertisers and agencies as well as stations.

Two More Reports Set

Two more monthly reports will show the share-of-audiences in TV cities, one tabulating each radio and TV station's share for cities in which the evening TV audience is less than 25% of the total broadcast audience, the other showing a graphic comparison for cities in which the TV audience is more than 25% of the total. These reports are also available to advertisers, agencies and stations.

Hooper also will issue two annual reports. One will chart share-of-audience in cities where TV has more than 25% of the evening total. The other will provide a city-by-city winter average audience index (December-April) for network stations by half-hour units, enabling an advertiser or agency to determine at a glance how any network radio program stacks up against its competition in each of the hundred Hooper cities.

Those two annual reports are for advertiser and agency subscribers only. Advertiser and agency subscribers to the Hooper package will also receive the monthly Pocketpieces for New York and Los Angeles, showing the audience distribution among the stations of those cities.

VIDEO BIDS

FCC Urges Application Delay

FCC MADE CLEAR last week that it does not want new television applications, or amendments of existing applications, until it has decided its current proceedings on new TV rules, standards, and allocations.

Filing them in the meantime, FCC reiterated, will create additional and possibly unnecessary work for the Commission's staff and perhaps needless expense for the applicants involved.

FCC re-emphasized its position in an opinion upholding an earlier action which put into the pending files a request by Loyola U.'s WWL New Orleans seeking to amend its TV application in order to specify Channel 4 instead of Channel 10.

The Commission said:

. . . Until such time as the Commission issues a decision [on TV rules, standards and allocations] it cannot be known for certain what channels will be allocated to any particular city. Petitions and amendments of the nature tendered by the petitioner, therefore, may be futile and will only serve to create a useless burden of work.

We have previously stated that a reasonable period of time will be provided for the filing of amendments such as this after a decision has been made in the above proceeding. No applicant will be prejudiced by its failure to amend to specify new channels prior to such a decision. . . .

Action on petitioner's amendment at this time may give rise to the erroneous impression among interested parties that the petitioner is deriving a tactical advantage by specifying a new television channel prior to a decision in the above proceeding. The creation of such an impression could result in applicants needlessly filing amendments to their applications in an attempt to out-maneuver their opposition.

KBTV (TV) Dallas begins Wednesday telecasts and discontinues Saturday operations until further notice. New test pattern schedule, beginning 11 a.m. Wednesday and Thursday; 2 p.m., Monday, Tuesday, Friday, and 5 p.m. Sunday, inaugurated.

ADVANTAGES of the Zoomar lens, to be used in telecasting all sports by WNAC-TV Boston in closeup coverage, are pointed out by its inventor, Dr. Frank G. Back (with his hand on the 40-inch lens), to (l to r) George W. Steffy, vice president of the Yankee Network; Harry Whittemore, chief engineer of WNAC-TV, and Jack Pegler, of the Television Zoomar Corp. The WNAC-TV camera crew will use the Zoomar lens in covering all of the home games of the Boston Red Sox and the Boston Braves. Dr. Back was at the WNAC-TV studios to explain the system of video reflections with mirrors of the lens.

TIPS on stage lighting and other video developments were given Les Hacker (l), gen. mgr. of KVEC San Luis Obispo, Calif., and Bob Wilton (r), mgr. of KPRL Paso Robles, Calif., by Gene Baker, disc m. c., as the two inspect Hollywood television headquarters of Don Lee Network

CUEING actors (seated) and cameraman during filming of commercials for Acme Beer at Telefilm Inc., Hollywood, is S. S. (Bud) Spencer, (standing, l) West Coast head, radio-TV, Foote, Cone & Belding. Looking on are Peter Comandini (center), Telefilm production head, and Lyman Powers, FC&B art director.

AS climax to spring graduation exercises at the Twin City TV Lab in the Lyceum Theatre, Minneapolis, I. E. Showerman (r), vice president, NBC Central Division, awards diploma to Melvin Liss, program director graduate. Looking on is Ernest S. Cooling who introduced Mr. Showerman as main speaker.

CBS program *Toast of the Town*, dedicated to Notre Dame U., was the occasion for this backstage gathering at the network's New York studios. The two ladies in front are Mrs. Knute Rockne (l), widow of the Notre Dame football coach who died in a plane crash in Kansas in 1931, and his daughter, Jeanne. The gentlemen are (l to r) NBC-TV's Milton Berle; CBS-TV Stars Robert Q. Lewis and Ken Murray; Marlo Lewis, executive vice president, Blaine-Thompson Co. Inc; Comedian Henny Youngman, and William A. Chalmers, vice president and radio director of Kenyon & Eckhardt Inc.

SKOURAS TO TEST THEATRE TV

Won't Back Phonevision

20TH CENTURY-FOX will test theatre television at a private demonstration next month in New York, and, if results are "satisfactory," will order telephone lines and equipment to conduct a comprehensive test in 20 West Coast theatres early next year. This was revealed by Spyros K. Skouras, president of the motion picture firm, as he gave the opening address Monday at the four-day convention of the Society of Motion Picture and Television Engineers in Chicago's Drake Hotel.

Mr. Skouras, whose company has worked with RCA during the past three years to develop large-screen TV for movie theatres, predicts that TV as a sideline to feature films in movie houses will "triple theatre attendance in a short time." He also announced that, "because our first allegiance is to the thousands of theatre men who built up this [movie] industry," I regret very much to say that 20th Century-Fox will not supply motion picture to Phonevision."

To "prove that TV is a tremendous boon rather than a disaster to motion pictures," Mr. Skouras outlined what 20th Century has done to promote the actuality of nationwide theatre television. The firm, and its subsidiary, National Theatres, while waiting for FCC TV channel allocations, "proposes to invest millions of dollars and to go ahead immediately to prove to the world, to the television industry and to the false prophets and skeptics that television can achieve its greatest heights through the theatres."

Plans Outlined

In an effort to show exhibitors that "their future lies in theatre TV," 20th Century-Fox in March organized country-wide showmanship meetings in the U. S. and Canada for more than 9,000 men. At that time, the firm's representatives outlined plans for a large-scale test of the medium in 20 theatres in the Los Angeles area early next year, contingent on success of the initial demonstration at its New York headquarters in June.

If the West Coast test proves successful, "we can look forward to establishment of four or five competitive networks or circuits in each natural area or time zone of the country—New York, Chicago, Denver, Atlanta, Los Angeles—to service from 500 to 1,000 theatres in each network. No advertising will be able to compete with this new avenue of employment," Mr. Skouras asserted.

Foreseeing "a golden era for theatres unlike any they have ever known," the speaker outlined various benefits of theatre TV: "It will provide undreamed of cultural and social advantages to the theatre-going public; the finest productions with the greatest talent will be brought within the means of every citizen, denied now by time and distance costs; it will play to the greatest paying audience in history."

Theatre television "will usher in an era of unprecedented prosperity," he claimed.

Mr. Skouras, while taking a firm stand against lease of 20th Century pictures to Zenith Radio Corp. for its Phonevision test, gave as reasons:

Outlines Position

(1) His initial allegiance to the many theatre men "who built up the movie industry"; (2) a belief that the public can best be served through theatre TV, and (3) a conviction that theatres, through TV, "will present undreamed of entertainment, both in quality and quantity."

His prediction: Movies will be basic entertainment, supplemented by video, with elimination of double features as now shown. "The public will never surrender its favorite form of amusement—the motion picture—at a time when it has reached its greatest degree of perfection," he charged. The "prophets of doom," reporting a vast stay-at-home reaction caused by TV, have a "misguided and distorted philosophy. Americans are gregarious, and will not suffer stagnation."

TV in the home, however, will be a "success and flourish as a complement to theatre TV, and will develop to perform the same great function as radio does now. Audiences will pay for the professional big league stuff even though they can see sandlot performances free of charge."

Stressing the stagnation theme, Mr. Skouras said stay-at-home population would have a catastrophic" effect on the entire economy. "Even TV in the home could not survive in such a paralyzed state."

Comdr. Eugene F. McDonald Jr., president of Zenith, was in the audience as Mr. Skouras spoke. Questioned afterwards, Comdr. McDonald said: "I admire Mr. Skouras' courage, but what he doesn't realize is that Phonevision and theatre TV are almost identical. The only difference is that collection is in the home rather than the theatre. Ford put people in the streets and TV is putting them back in homes. Theatres, as a result, are moving into the home." The home audience, however, will be larger and cheaper, the Zenith president predicted.

'TV Threat To Movies'

Commenting on Mr. Skouras' refusal to lease 20th Century-Fox films for Phonevision, Comdr. McDonald said: "Television, not Phonevision is the threat to the movie industry. No industry can stand up against the sale of 100,000 TV sets per week, which means 400,000 less potential movie-goers each week. Zenith, as a matter of fact, is all for theatre television which is the greatest means of selling video sets yet found."

National events that lend themselves to theatre TV don't come often enough, Comdr. McDonald commented.

Paramount Pictures and RKO are other movie companies which have turned down Zenith's request for films to be telecast via Phonevision.

Col. John R. Howland of Zenith, speaking that evening on the progress of Phonevision, enlarged on opinions given by Comdr. McDonald. He reiterated that theatre TV is Phonevision "in another form," but that Phonevision will command a larger audience more cheaply.

Referring to Zenith's fall test of Phonevision in 300 Chicago homes, Col. Howland said: "Surely Mr. Skouras does not propose that the movie industry wage war by boycotting the test in spite of anti-trust laws. Forgetting the anti-

(Continued on Telecasting 18)

MOVIE TV BIDS

Tobey Asks FCC Inquiry

FCC should inquire into the matter of "leading motion picture producers who are now seeking to acquire television stations although some of them were found to have monopolized and restrained trade," Sen. Charles W. Tobey (R-N. H.) advised FCC Chairman Wayne Coy last Monday.

Sen. Tobey, member of the Senate Interstate and Foreign Commerce Committee, noted FCC's scheduled oral arguemnt (held last Monday) on policy it will follow in granting or denying licenses to violators of federal laws other than the Communications Act.

Sen. Tobey said he had noticed trade reports that these motion picture producers have refused to rent films to Zenith Radio Corp. for its forthcoming FCC authorized test of Phonevision or fee system of television. He wrote Chairman Coy:

> I suggest that you inquire of the . . . producers who appear before the Commission whether they will rent their product for this Phonevision test on the same terms that they rent their pictures to other theatres. The Commission should know whether another monopolistic conspiracy with respect to the use of motion pictures is being hatched by persons seeking licenses of the public airways. A refusal by motion picture producers to deal with Zenith . . . would be a significant factor for the Commission to consider in the matter now before it. . . .

The producers, in seeking TV station licenses, are asking "for the right to broadcast their films in competition with others," Sen. Tobey concluded. "Should they attempt at the outset to suppress Phonevision, the Commission should be interested in inquiring into such monopolistic tactics."

PHONEVISION

Lauded by Dr. Faught In Chicago Speech

THE PAY-AS-YOU-SEE system of television as propounded by Zenith Radio Corp.'s "Phonevision" has been given another boost by Dr. Millard C. Faught, president, The Faught Co. Inc., New York, business consultants.

Dr. Faught, who often has espoused the Phonevision cause and who had been retained by Zenith to consult on Phonevision economics [CLOSED CIRCUIT, April 10], told the University Club at Chicago a fortnight ago that the TV industry's revenue answer can be found by considering television as a "distribution as well as an advertising medium."

Crux of Dr. Faught's arguments in favor of Phonevision was the need for an additional source of revenue "so as to speed television's costly growth and pay for uses of television that are not profitably sponsorable by advertising, but which by their mere existence would widen television's use and incidentally make it still more valuable as an advertising medium."

Dr. Faught predicted a cost of about $735 million to build what he called "a national television system of 1,000 stations of varying sizes plus 200 satellites." Total cost of this system's yearly operation would run somewhere around $1,740,352,500, he estimated. Calculated on 1948 advertising ratios, he continued, it would require $80 billion worth of sales to raise an ad budget for the $1,740 million plus figure.

Pointing out that television increasingly comes closer to the economics and quality of motion pictures, Dr. Faught said the Phonevision type of viewing would create a national box office that would enrich TV's coffers and thus permit a better and richer growth of the industry.

Critics of Phonevision, Dr. Faught continued, charge that the pay-as-you-see system would replace advertising-supported broadcasting. This "assertion," he answered as follows: ". . . [It] is absurd for the simple reason that people could no more afford (nor would be disposed to buy) all of what radio and television now gives them than advertisers could (or would be disposed to) provide all of the specific kinds of entertainment and education that various groups would be willing to pay for.

"It seems only reasonable to expect that what would sell on box office TV [Phonevision] would supplement and complement what will be given away as sponsored programming."

"IT'S TERRIFIC FOR TV!"

that's what television Executives say about **STOCK CAR RACING on TELEVISION**

Excitement, throbbing action, lightning speed . . . direct from the* YELLOW JACKET SPEEDWAY *in Philadelphia

The World's Fastest Macadam Short Track

Picture it Yourself! Skids, blowouts, smash-ups, crashes, fenders crumpling, cars rolling over . . . . as world famous racing drivers who have sped to fame in the Indianapolis Memorial Day Classic and other celebrated racers careen madly around the turns of man-killing YELLOW JACKET STADIUM! All this on one of the most thrilling half-hour action shows on television . . . . *and millions will be watching!* These same millions could also be watching and listening to your commercials . . . . IF *YOU* ARE THE SPONSOR!

Complete program package—consisting of exclusive national TV rights, production, direction and two announcers (action and color-commercial) —cost you only:

RIGHTS

Full season, 21 dates	$15,000
First 13 dates	10,000
First 6 dates	5,000
Single dates	1,000

TALENT

Complete production including two announcers ..... $500 per show

Charges above are net and non-commissionable. Only additional costs are for Television Time and Station Facilities.

First show roars into Action

MONDAY, MAY 8th for 21 Weeks!

ACT NOW!

Phone, wire or write for option

Weightman, inc.

WEIGHTMAN BUILDING • PHILA • 2, PA.

Phone LOcust 4-3526

How One Advertiser Learned To Use TV . . .

GESCO Grows Up With L. A. Video

Mr. RYHLICK

By FRANK RYHLICK
Radio-Television Director
Ross, Gardner & White
Los Angeles

TO the fast-growing volume of television "success stories," we would like to add a "success story" that must be told and evaluated in a different way.

It is not a story of so many sales from so much money spent. Nor is it the story of a successful program that caught and held the public's fancy.

Rather, it is the story of a pioneer in television advertising—the story of a company that has adapted television to its needs and

One of a Series

the needs of the market over a period in which television itself grew from "an experiment" to a medium of primary importance.

The advertiser whose experiences comprise this story is the Los Angeles branch of the General Electric Supply Corp., which covers the entire Southern California market. In this great market area, reaching from the sea shore to the desert and from the Tehachapi Range to the Mexican border, the GE Supply Corp. is responsible for the sale of all General Electric radios and television sets, GE traffic appliances and Hotpoint electric kitchen and laundry appliances.

Ad Purpose

From an advertising point of view, GESCO's main task is to tell the public where to buy the products that are advertised in the big national campaigns planned by the home offices of General Electric and Hotpoint.

This task poses a different and far more complex problem than that of telling only a product story. Just one aspect of the problem is the fact that many hundreds of General Electric radio and television dealers, along with Hotpoint major appliance dealers, must be given equal consideration and opportunity.

Back in 1947, when television advertising was first planned by this GESCO division, Los Angeles had only one commercial station on the air, KTLA. Don Lee's KTSL, which had been on the air experimentally since 1931, was still many months away from its first commercial permit. There were about 5,000 intrepid television set owners in the area, according to estimates usually made by the scientific process of picking a number out of a bowl and squaring it.

By contrast, Los Angeles is today one of the nation's largest television markets, with seven stations on the air and with more than 496,000 set owners who are constantly Hoopered, Pulsed and even psychoanalyzed.

The first General Electric television commercials filmed in this area were made at Telefilm Inc. studios in the early fall of 1947, for a program being planned by one of the more aggressive GE television dealers. These commercials are chiefly memorable for a very lovely and very blonde young lady who was obtained from one of the model agencies to wear an abbreviated Santa Claus costume and sit in a decorous manner atop one of the GE television sets.

The young lady was Sandra Spence, and it was her first work in television. She subsequently came to the attention of Mike Stokey and Bernie Ebert, who have a keen eye for the finer things in television entertainment, and has since been ogled by millions from coast to coast as a regular member of the popular *Pantomime Quiz* program.

Coincidentally, this same *Pantomime Quiz* program was the first to be sponsored by the Los Angeles GESCO office. That was in January 1948. As there were not yet enough sets in circulation for many dealers to sponsor their own programs or announcements, the L. A. GESCO executive and advertising personnel decided to sponsor a program that would meet three needs: First, it would be sponsored in the name of all GE dealers; second, it would bring the public a top entertainment program to which dealers and their salesmen could refer when talking with prospective customers; third, it would show GE radios and television sets to an audience that up to then was not being reached regularly through the television medium.

Radio, TV Sets Backed

Only radios and television sets were advertised on this program. Hotpoint products were not to be telecast in this area until nearly a year later. Window banners and display ads were used to identify the GE dealer organization more closely with the program.

Pantomime Quiz was then telecast by KTLA, and was sponsored by GESCO for the greater part of 1948, when it was reluctantly dropped because of the growing need of the dealers for more direct cooperative advertising. Evaluating the results of the *Pantomime Quiz* sponsorship at the time, Lee DiAngelo, GESCO sales promotion and advertising manager in this area said:

"We are proud to have been identified with a program like *Pantomime Quiz*, and we feel that it has solidly established GE products and GE dealers in the minds of everyone who has seen television in Southern California."

* * *

FIRST TV spot for GESCO was made in the fall of 1947 at Telefilm Inc. Studios, Hollywood. Shown during preparation for shooting are (l to r) Mr. Ryhlick; L. J. Perkins, radio-TV sales manager, GESCO; Lee DiAngelo, sales promotion and advertising manager, GESCO; Bert D'Orsay, dealer; Sandra Spense, star, and Jack Meyers, television sales director, GESCO.

* * *

The format of the commercials used in *Pantomime Quiz* was in keeping with the character of the relaxed and easy informality of the show itself. Sandra Spence and a male actor were usually used in 90-second skits during which the product was discussed in casual, non-technical terms. The setting of the skit would vary with the product—from a mountain scene for a portable radio to a living room for a television set. The cost of the show and the commercials could be considered expensive for that period of television, but the needs of the advertiser and the results obtained more than justified the expense.

Dealer Cooperation

Beginning with the fall of 1948 and continuing down to the present time, the Los Angeles General Electric Supply Corp. has followed the policy of buying for its dealers the best one-minute spots available. Dealers use these spots on a cooperative basis, dividing their emphasis between product and the special services, facilities and terms of their own stores. Since January 1949, Hotpoint dealers have become increasingly active users of television until today there are often more Hotpoint major appliance dealers than GE radio or television dealers on the air during any specific week.

GESCO and its advertising agency have been fortunate in being able to obtain some of the best availabilities on Southern California television stations — which, since May 1949, also include KFMB-TV in San Diego. One of the top-rated spots is the one-minute spot directly before the amazingly popular *Hopalong Cassidy* film on KTLA, at 6:30 p.m., Sunday. This spot has been used for nearly a year to advertise Hotpoint products by Dean & Hoffman, one of the oldest appliance dealers in Long Beach. A long list of dealers have put in reservations for this spot, should Dean & Hoffman ever relinquish it. But Jim Dean, co-owner of the company, recently

(Continued on Telecasting 16)

THE ALAN YOUNG SHOW
sponsored by
Esso, a brilliant
CBS Package Program
that adds a
new dimension to
television comedy.
CBS Package Program

SUNDAY — MONDAY — TUESDAY — WEDNESDAY — THURSDAY — FRIDAY — SATURDAY — ALL TIMES ARE EASTERN DAYLIGHT SAVING TIME

Canada Dry Co. Super Circus L (E-M)	Peters Shoe M & M Ltd. Super Circus** L (E-M)	Kellogg Co. Singing Lady L (E-M)	*Golden Game* L (E-M)	Goodyear Paul Whiteman Goodyear Review L (E-M)	*Carolyn Gilbert Show* L (E-M)	*Vaughn Shoemaker Studio* L (E-M)	*Think Fast* L (E-M)	*Magic Rules* L (E-M)
Overseas Press Club	*Chuck Wagon*		*Mr. I. Magination*	*Starlight Theatre*	American Tobacco This Is Show Business		Lincoln-Mercury Toast of the Town	
		Starlit Time *Welcome Mat* L (E-M)		*Starlit Time* *Phil Hanna Sings* L (E-M) (NI)			*Chicagoland Players* L (E-M)	
Armed Forces Hour L				Local Sponsors (Co-op) Leave It To The Girls L	General Foods Aldrich Family L		Chesterfield Perry Como L	Colgate Theatre L (E-M)

Chuck Wagon			*Snarky*	*Lucky Pup*	*Bob Howard*	*Kirby Stone Quintet*	*Paul Arnold*	Oldsmobile CBS-TV News	Joe Lowe Popsicle Parade of Stars	International Silver Silver Theatre	Lever Brothers Lipton's Tea Soup Mixes Tom Scouts
		Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)		*Vincent Lopez* L (E)	Co-op Manhattan Spotlight L (E-M)	*Newsweek Views the News* L (E-M)	The All-Star Revue L (E-M)
	Judy Splinters L	*Howdy Doody* L (E-M)	Mars Inc. Howdy Doody L (E-M)			RCA Victor Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan L (E)	Reynolds News F (E-M)	Chevrolet Tele-Theatre L	Firestone Rubber Co. Voice of Firestone

Chuck Wagon			*Snarky*	*Lucky Pup* L (E-M)	*Bob Howard*	*Kirby Stone Quintet*	*Paul Arnold*	CBS-TV News	HI-V Corp. Godfrey & His Uke	*Film Feature*	
		Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)			Co-op Manhattan Spotlight L (E-M) (NI)	*Court of Current Issue* (L) (E-M)	
	Judy Splinters L	*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)			National Dairy Kukla, Fran & Ollie L (E-M)		*Wendy Barrie* L	Reynolds News F (E-M)	Texas Co. Milton Berle Show L	

Mr. Magic L (E-M)						*Art Ford on Broadway* L (E-M)				*On Trial* L (E-M)	Author Meets Critics L (E-M)
Chuck Wagon			*Snarky*	Quaker Chocolate & Conf. Lucky Pup	*Bob Howard*	*Kirby Stone Quintet*	*Paul Arnold*	Oldsmobile CBS-TV News	Masland Rug At Home Party	Liggett & Myers Tobacco Co. Godfrey and His Friends L (E-M) K (NI)	
		Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage* L (E-M)		*Captain Video* L/F (E-M)		*Vincent Lopez* L (E)	Phillips Packing Co. Easy Aces F (E-M) (NI)		
	Judy Splinters L	*Howdy Doody* L (E-M)	Intnl. Shoe Howdy Doody L (E-M)			Ford Motor Co. Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	Ballantine Ale & Beer Believe It or Not L	Pete Lee Show

Mr. Magic L (E)						*Art Ford on Broadway* L (E-M)		General Mills Lone Ranger* F (E-M)		Stop the Music Admiral & P. Lorillard L (E-M)	
Chuck Wagon			*Snarky*	Bristol-Myers Ipana Lucky Pup	*Bob Howard*	*Kirby Stone Quintet*	*Paul Arnold*	CBS-TV News	HI-V Corp. Godfrey & His Uke	*The Show Goes On*	Columbia Records The Show Goes On
		Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)		*Vincent Lopez* L (E)	Co-op Manhattan Spotlight L (E-M)		
	Judy Splinters L	*Howdy Doody* L (E-M)	C-P-P Howdy Doody L (E-M)			National Dairy Kukla, Fran & Ollie L (E-M)		*Wendy Barrie* L	Reynolds News F (E-M)	*Studs' Place* L	One Man's Family

Mr. Magic L (E)						*Art Ford on Broadway* L (E-M)				Ronson Twenty Questions L (E-M)	Mystery Story L (E-M)
Chuck Wagon			*Snarky*	Sundial Shoes Lucky Pup	*Bob Howard*	*Kirby Stone Quintet*	*Paul Arnold*	Oldsmobile CBS-TV News	*Alkali Ike*	General Foods Mama	R. J. Reynolds Man Against Crime
		Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)		Co-op Manhattan Spotlight L (E-M)	*Vincent Lopez* L (E-M)	Co-op Hands of Destiny L (E-M) (NI)	Broadway Hollywood Edition of Headline Clues (E)
	Judy Splinters L	*Howdy Doody* L (E-M)	*Howdy Doody* L (E-M)			RCA Victor Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	Miles Quiz Kids L	Of Weird People

Mr. Magic L (E)				*Marshal of Gunsight Pass* F (E-M)		Peter Paul Buck Rogers L (E-M)		*Hollywood Screen Test* L (E-M)		Paul Whiteman TV Teen Club L (E-M)	Griffin Shoe Polish Paul Whiteman TV Club L (E-M)
5/20—Gillette Preakness Race	*Chuck Wagon*			Mason Candy Kuda Bux	*Lucky Pup*		*Blues by Bargy*	*John Reed King Show*		Anheuser-Busch Ken Murray Show (alternate weeks) 54th Street Revue	
								Captain Video L/F (E)		*Dinner Date* L (E-M)	John King Detective L (E-M) (NI)
					Nature of Things L	*American Forum of the Air* L		*Life Begins At 80* L			

Mayor Rules (E-M)	*Your Witness* L (E-M)	*Mysteries of Chinatown* F (E-M)	*The Ruggles'* F (E-M)	Young People's Church of the Air Youth on the March L (E-M)	
Treasury Town	General Electric Fred Waring Show		B. F. Goodrich Celebrity Time	Arnold Bakeries F. Emerson Start: 5/21	
	Jamboree L (E-M)				
Colgate Theatre L (E-M)	Philco Television Playhouse L (E-M)		Congoleum-Nairn Garroway at Large L (E-M)		
Lew Lipton's Ten Little Miles Tales Scouts	Philip Morris Candid Camera	General Foods The Goldbergs	Westinghouse Studio One		Doubleday Warren Hull
Al Jarvis Show L (E-M)	Co-op Wrestling (From Sunnyside Arena) L (E-M) (NI)				
Goodrich Co. Voice of Firestone	Admiral Lights Out L	American Tobacco Co. Lucky Strike Theatre L (E-M) (alternate weeks)		Local Sponsors (Co-op) Who Said That L (E-M)	
			Tomorrow's Champions (to midnite)		
	R. J. Reynolds Ed Wynn Show L (E)	Electric Auto-Lite Suspense	Co-op Wrestling		*Blues by Bargy*
	Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)				
Show	Procter & Gamble Fireside Theater F	*NBC House Package*	P. Lorillard Co. Original Amateur Hour L		Doubleday Ben Grauer Show L (E-NI)
Author Meets Critics L (E-M)	*A Couple of Joes* L (E-M)	Co-op Wrestling L (E-M)			
Tobacco Co. Friendly (NI)	Toni-Twin Time (Alternate Weeks) Stoppette What's My Line	*Stage 13*	TBA		Sunset Appl. Maggie's Private Wire
	The Plain-Clothesman L (E) (NI)	Co-op Famous Jury Trials L (E-M) (NI)			
Fay Lee show	Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L		
Music Corrillas	Esquire Boot Polish Blind Date L (E-M)	Packard Motors, Inc. Holiday Hotel L (E-M)	Chesebrough Mfg. Co. Blatz Brewing Co. Roller Derby		
Colonial Records The Show Goes On	Esso Alan Young Show	H. H. Ayer Ilka Chase	*Winner Take All*	*In The First Person*	*Blues by Bargy*	*Rendezvous*
	Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)	Co-op Boxing (From Sunnyside Arena) L (E) (NI)			
One Man's Family	Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane Private Eye L		
Mystery Story L (E-M)	Libby, McNeill & Libby Auction-Aire L (E-M)	*The Little Revue* L (E-M)			
R. J. Reynolds Man Against Crime	Ford Motors— Ford Theatre (alternate weeks)		Household Finance People's Platform	*Capitol Cloak Room*	TBA
Broadway Hollywood Detection Deadline Clues (E)			Co-op Amateur Boxing L (E-M)		
Life With Father	Bonny Maid Versatile Varieties Bonafide Mills L (E-M-NI)	American Cig. & Cig. Big Story (alternates with Emerson Radio The Clock) L	Gillette Fights L	Chesebrough Greatest Fights (E)	
Griffin Shoe Polish Police Woman TV Kid Club (E-M)	*Roller Derby* L (E-M) (To conclusion)				
Rusch Shoes Revue	*The Trap*		*Premiere Playhouse*		
Ed King Inside Detective L (E-NI)	Drug Store TV Prod. Cavalcade of Stars L (E-M) (NI)		Co-op Wrestling L (E-M)		
	Saturday Night Revue L			Arnold Bakeries F. Emerson Show L	

THE PULSE, INC.

is happy to announce

its first edition

of

DAYTON TELEPULSE

on April 25, 1950,

and monthly thereafter

THIS survey of the Dayton metropolitan area will cover an entire week of televiewing, 10 AM to 12 Midnight each day, with each ¼ hour rating based on 150 TV homes.

◆

Monthly TelePulse reports are also available in

Boston	Los Angeles
Chicago	New York
Cincinnati	Philadelphia
Cleveland	Washington

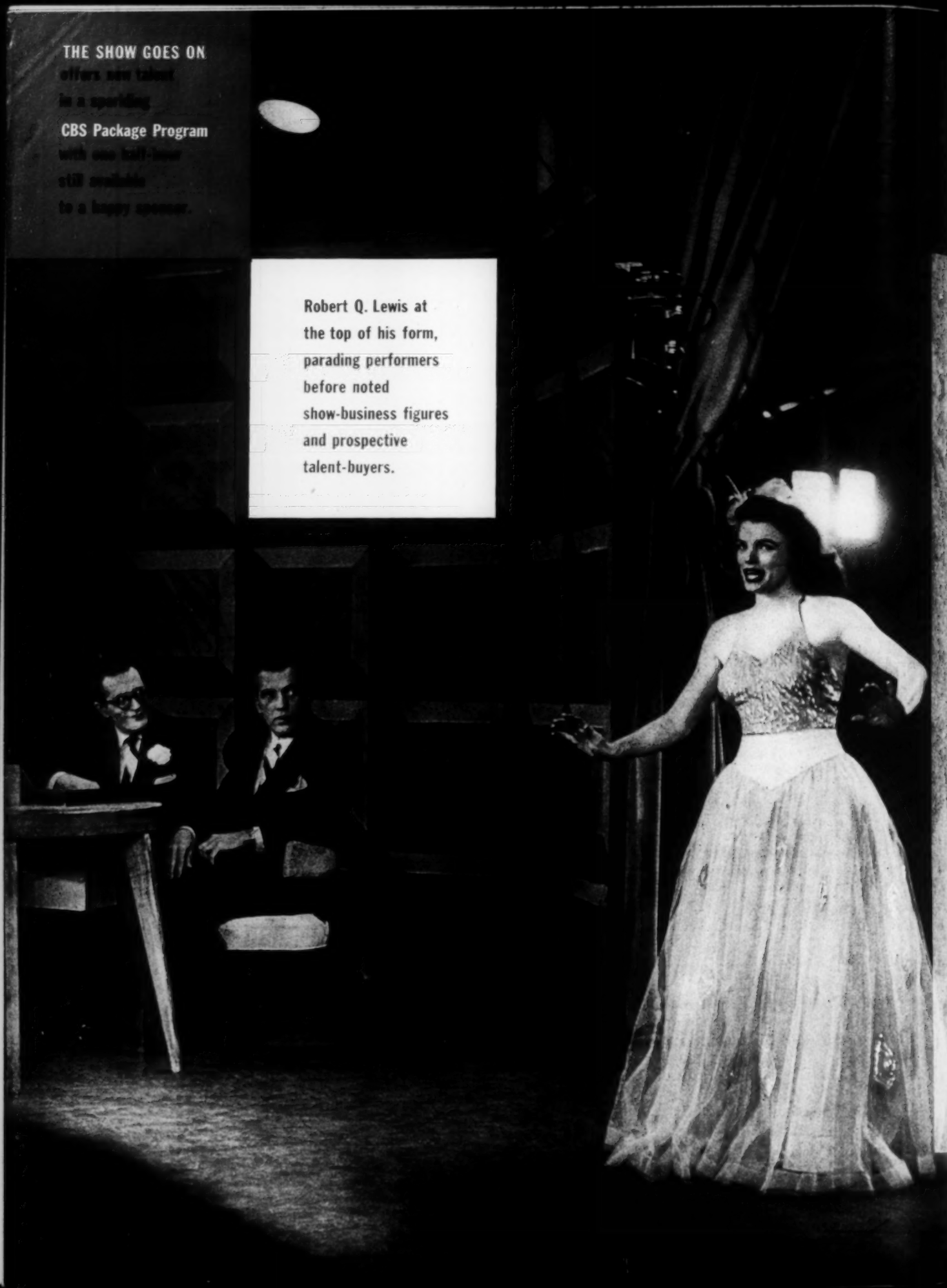
◆

For Telefacts in these markets

ASK THE PULSE

15 West 46th Street
New York 19, N. Y.

XUM


THE SHOW GOES ON
offers new talent
in a sparkling
CBS Package Program
with one half-hour
still available
to a happy sponsor.
Robert Q. Lewis at
the top of his form,
parading performers
before noted
show-business figures
and prospective
talent-buyers.

Sarnoff on TV

(Continued from Telecasting 3)

tions for RCA Victor, who pointed out that RCA spent $50 million on TV experimentation before the medium became commercial. "In the mid-'20s, RCA anticipated spending only about $100,000 on TV," he noted.

Frank M. Folsom, RCA president, introduced the guest speaker, Dr. J. Roscoe Miller, president of Northwestern U. Dr. Miller, uniting "radio, television and education," termed immediacy the essence of television's "great power." Pointing out the "powerful effect" of radio on American life, and its formation of public opinion, Dr. Miller said: "TV already is developing its folk heroes, as did radio. Television, however, can deal with areas of entertainment and education which radio can't." He discussed the possible adult educational advantages of video, through its use as a teaching medium.

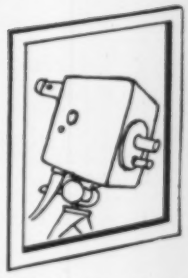
Television will continue to grow in strength as it discovers what is unique about itself," he concluded.

More than 350 guests—civic, industrial and religious leaders—toured the 18-section RCA exhibit after dinner in the main hall of the museum. The permanent display, illustrating development and principles of TV, features the following units, arranged in sequences: Evolution of scanning, mechanical scanning by pantograph, mechanical scanning with perforated disc, electronic television, electronic scanning, phosphors, picture size as determined by tube size, camera and receiving tubes, receiver circuits, projection TV, TV transmission, large-screen TV, a "see-yourself" unit, RCA TV sets and pickup of TV shows.

After the dinner and dedication, Burr Tillstrom and his Kuklapolitan players, including Kukla and Ollie, entertained with skits and songs typical of *Kukla, Fran & Ollie*, telecast on NBC-TV from Chicago. With Mr. Tillstrom were his producer, Beulah Zachary; director, Louis Gomovitz; musical director, Jack Faschinato, and stage manager, Joseph Lockwood. Guests included H. Leslie Atlass, CBS Central Division vice president; Leo Burnett, president of the Chicago agency of that name; Jules Herbuveaux, TV program manager, NBC Chicago; Carroll Marts, MBS Central Division vice president; I. E. Showerman, NBC Central Division vice president.

TelePulse Expands

PULSE has expanded the sample for its TelePulse ratings by 25% in New York, to 250 TV homes from 200, and by 33% in six other cities, from 150 to 200 TV homes, effective with the April 1950 interviewing. These cities are: Chicago, Philadelphia, Los Angeles, Boston, Washington and Cincinnati, with a similar enlarged sample size to be started soon in Dayton and Cleveland.



Reel Takes

JOHN ELLIOTT SUTHERLAND

IF the John Sutherland Productions' talent pool ever finds itself running dry, it won't have to go further than its founding father and present operator for talent.

Not only can John E. Sutherland fill the professional acting qualifications, but as a one-time oil well ditch digger, forest ranger, assistant fire chief, night watchman, writer and dishwasher, he could add realism to many roles.

In his present role as head of John Sutherland Productions, he's doing a realistic job of producing both television and commercial films. First organized in 1943 to produce training films and animated cartoons, his firm added production of industrial and advertising films in 1945, and, early in 1949 took on television commercial film production.

Since then he has made TV commercials for General Electric Co., Kellogg Co., Pepsodent Co., United Fruit Co., Ford Motor Co., Coca Cola Co., Ronson Art Metal Works Inc., Crosley Corp., Goodyear Tire & Rubber Co., Beechnut Packing Co., De Soto.

Show Production Planned

From there John plans to go into the production of longer shows for television. So far as the success of the use of television film is concerned, he feels that, if the markets are judged properly, a film that doesn't cost too much will always bring in profits.

The son of a "large scale rancher" and "small scale banker," John Elliott Sutherland was born in Williston, N. D., in 1910. He picked up his early schooling in a collection of small Montana towns where the family migrated from time to time. When John was 16, three years of drought sent the Sutherlands looking for a land of milk and honey and they went to California. Upon completion of his senior year at Long Beach High School in 1927, John pulled his levis out of the moth balls and went back to Montana as an oil well ditch digger in Great Falls.

Education Extended

His college education has been an extended one. It started in 1929 at the U. of North Dakota, Grand Forks, and was completed in 1937 at the U. of California at Los Angeles.

Mingling brain with brawn throughout that period, John worked as actor with Prather-Sales Co. (stock company), and as assistant fire chief at Glacier National Park during summers of the two years spent at the first university; was night watchman at Hotel Roosevelt, Hollywood, while attending UCLA by day for a few months in 1931; washed dishes and did odd jobs during three years with Pasadena Playhouse where he wrote and acted in plays; spent a year as ranger with U. S. National Park Service in Sequoia, Calif., National Forest, and finally re-

MR. SUTHERLAND

* * *

returned to work his last two years through UCLA as dishwasher, bus boy and accounting clerk.

Following graduation he continued in a paid capacity as director of dramatics and debate, which he had done while an undergraduate. The next year a 20th Century-Fox producer, impressed by a musical he saw at the school written and directed by John, hired him as a junior writer at the studio. That was the shortest job he's had. Within nine weeks the producer who engaged him fell out of favor, and, as a result, no one would look at John's writings.

After suitable discouragement he left the studio with the rights to stories he'd written. Among these was "Flight Command," coauthored by him and Capt. Harvey Haislip, and later sold to M-G-M.

He next joined Walt Disney Productions as production manager, writer and director. Among things he worked on was "Bambi." He apparently found time to work on Bambi's mother, too, for the young actress who took the part of the mother, Paula Winslowe, later became Mrs. John Sutherland.

In 1941 John left to write training and propaganda films for the Army, traveling between Washington, D. C., and the Pacific Coast. During the next two years he helped educate the Army with approximately 100 reels for various of its branches.

The year 1943 saw the beginning of John Sutherland Productions. From its meager staff the firm has grown to 40 permanent members who its head feels, are responsible for any success the company has had or will have. He maintains active contact with the East by flying to New York once a month. Last October he set up a sales office at 60 E. 42d St., New York. Warren Schloate is manager.

John and Paula Winslowe were married in 1939. Since then their personal staff has been augmented by Johnny, 8. Mrs. Sutherland, going under her maiden name, still holds her own in entertainment circles—she's Peg on the NBC *Life of Riley* show and appears on other network shows.

John is a member of the Hollywood Athletic Club. So far as hobbies go, until he finds one that he likes better than his work, he'll stick to that.

GOLDEN JUBILEE

Ad Meet Holds TV Panel

WILLIAM GITTINGER, vice president of CBS, and Kendall Foster, vice president of William Esty Co., in charge of television, will discuss "Television—Its Place and Impact," May 12 at 2 p.m. at New York's Park Sheraton Hotel. Session with Bruce Robertson, senior associate editor of BROADCASTING-TELECASTING as moderator, will be part of a golden jubilee advertising convention to be held May 11-12 in honor of the 50th anniversary of New York U. School of Commerce, Accounts and Finance.

Three undergraduate advertising organizations—Alpha Delta Sigma, Mu Kappa Tau and the Triad League—will sponsor the two-day meeting, which will open the evening of May 11 with a panel discussion on "The Future of Education in Advertising." Prof. Darrell B. Lucas, assistant chairman of the NYU Marketing Dept. and director of the Research Foundation of America, will serve as moderator. Speakers are to be: Prof. George Burton Hotchkiss, chairman of the NYU Marketing Dept.; Walter Lowen, president, Walter Lowen Placement Agency; Sydney H. Giellerup, vice president, Marschalk & Pratt Co.

ASCAP INCOME UP

TV Credited for Increase

ASCAP INCOME from television during the first three months of 1950 was almost as much as the society received from TV during all of last year, Fred E. Ahlert, president of ASCAP, told the organization's members at the annual business meeting, held last Tuesday at the Hotel Plaza, New York.

With this boost from TV, ASCAP distributed to its members during the first quarter of this year a larger sum than for any of the six previous quarters, Mr. Ahlert said. He reported that the society's total income for 1949 totaled $10,601,184, only slightly below the $10,979,183 for 1948.

XUM

TV's Effects on Eyes

(Report 109)

COMPLAINT that television viewing is harmful to the eyes again has been debunked, this time as the result of a scientific survey accomplished over a year's time by the Pennsylvania State College of Optometry, Philadelphia.

The report points out that television may confuse the eye at first but televiewing is not permanently harmful; night vision is impaired but the body will restore it in a matter of hours, and the new medium may prove a blessing to youngsters suffering from squint or "cross-eyes."

Dr. John C. Neill, professor of ophthalmic mechanics at the college and head of the contact lens section of the American Academy of Optometry, directed the study. Practicing optometrists in Philadelphia supplied data to the college's research department over the past 12 months while a continuous study of 40 senior students was made under controlled conditions. Several TV set manufacturers also supplied technical data.

10% Due to TV

In releasing the results of the study, Dr. Neill pointed out that during the past year 10% of all people seeking eye care did so because of "visual discomfort resulting from the viewing of television." A much larger percentage also reportedly inquired if video is harmful to the eyes.

"Television involves nothing that is or could be harmful to the eyes," Dr. Neill said. He pointed out that the factors in television which cause annoyance and discomfort for those who had not had such trouble before generally is due to the fact that the eyes have been given a new task to learn. After several viewings discomfort generally disappears, he said, pointing out that if the discomfort persists the viewer probably needed eye correction which did not become evident until that time.

Training Advantages

As to television's advantages for training children with squint or "cross-eyes," Dr. Neill explained that televiewing is a wonderful means for getting a youngster to concentrate on one object. Consequently, the "lazy eye," or the one which generally is known as "crossed," will be able to look at one object with interest for an hour or more while the healthy eye is covered. This may help supplement the use of exercise instruments, Dr. Neill said.

In commenting on the harm which televiewing may do to night vision, Dr. Neill pointed out that this is not a permanent damage, but one which the body restores in a matter of hours. Vitamin A, he said, will help reduce this condition. He explained that the indigo part of the spectrum uses up the chemical element known as "visual purple," used for night vision. The new "black tubes" help eliminate this situation, he said, or a filter may be used without interfering with vision.

The survey, summarized, brought out the following:

(1) New owners should gradually become accustomed to viewing television and not indulge in it too heavily at first.

(2) The ideal viewing distance for any set is about eight times the height of the screen; thus, for a 7-inch screen the ideal viewing distance is about four feet; for a 12½-inch screen, eight feet, etc.

(3) The room in which the set is located should have some general illumination to reduce the contrast between the tube and the surrounding area. The survey showed that viewing television during the day results in less discomfort than at night.

(4) Wearing of dark glasses is not recommended, because contrast can be controlled on the set. However, those persons whose eyes are affected by the indigo part of the light spectrum should have an absorbing tint put into their glasses.

The reason for illuminating the room, Dr. Neill explained, is that the eye cannot adapt itself to both light and darkness at the same time without discomfort.

* * *

Legislation Opposes TV Sets in Vehicles

STATE of Virginia has given final approval to a bill making it unlawful for anyone to install any TV set in an automobile, truck, bus or other vehicle where it would be visible to the driver. Bills governing the use of television in motor vehicles have been given House approval by two states, have been introduced by two others and have failed of passage in two others, according to the legislative reporting service of the Automobile Mfrs. Assn.

Approved by the New Jersey house is a bill making it unlawful to operate any motor vehicle which is equipped with or in which is located a television set so placed that the viewing screen is visible to the driver while operating such vehicle. In Massachusetts, the legislature passed a bill by which "no persons shall drive any motor vehicle equipped with any television viewer, screen or other means of visually receiving a television broadcast which is located in the motor vehicle at any point forward of the back of the driver's seat, or which is visible to the driver while operating the motor vehicle."

Similar bills introduced in Kentucky and New York failed of passage, the association reports. Bills also have been introduced in Rhode Island and Mississippi, according to AMA.

* * *

WDTV (TV) Pittsburgh Issues Rate Card No. 4

RATE CARD No. 4, effective today (May 1), has been issued by WDTV (TV) Pittsburgh.

Basic hourly air time rates for studio or film on a one-time basis become: Class A (6 p.m. to sign off, Mon.-Fri., 12 noon to sign-off, Sat. and Sun.), $450; Class B (5-6 p.m., Mon.-Fri.) $360; Class C (sign-on to 5 p.m., Mon.-Fri., sign-on to noon, Sat. and Sun.) $270. Live or film announcement rates in Class A time are $75 for 1 minute, $60 for 20 seconds and $25 for 10 seconds.

Frequency discounts start at 26 times and programs and spots may not be combined to earn higher discounts. No charge is made for the use of studio or film facilities for rehearsal in equal proportion to the length of the program.

* * *

American Research Program Report

AMERICAN Research Bureau television ratings for the week ended April 7 show Milton Berle's *Texaco Star Theatre* the leading program in five of the six cities covered. In Cleveland *Godfrey and his Friends* was reported as the top program with *Texaco Star Theatre* in second place.

Information is secured from

(Continued on Telecasting 19)

Weekly Television Summary—May 1, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,828
Ames	WOI-TV	8,860
Atlanta	WAGA-TV, WSB-TV	32,350
Baltimore	WAAM, WBAL-TV, WMAR-TV	158,089
Binghamton	WNBF-TV	11,220
Birmingham	WAFM-TV, WBRC-TV	12,100
Bloomington	WTTV	5,750
Boston	WBZ-TV, WNAC-TV	339,234
Buffalo	WBEN-TV	84,849
Charlotte	WBTV	13,169
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	418,366
Cincinnati	WCPO-TV, WKRC-TV, WLWT	106,900
Cleveland	WEWS, WNBK, WXEL	200,269
Columbus	WBNS-TV, WLWC, WTVN	57,300†
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	49,125
Davenport Quad Cities	WOC-TV Includes Davenport, Moline, Rock Island, East Moline	9,375
Dayton	WHIO-TV, WLWD	48,100
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	216,000
Erie	WICU	33,459
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	49,125
Grand Rapids	WLAV-TV	23,200
Greensboro	WFMY-TV	10,400
Houston	KLEE-TV	18,500
Huntington-Charleston	WSAZ-TV	8,396
Indianapolis	WFBM-TV	36,500
Jacksonville	WMBR-TV	9,000
Johnstown	WJAC-TV	18,822
Kalamazoo-Battle Creek	.....	10,986
Kansas City	WDAF-TV	32,347
Lancaster	WGAL-TV	40,720
Lansing	WJIM-TV**	12,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	496,453
Louisville	WAVE-TV, WHAS-TV	25,901
Memphis	WMCT	29,775
Miami	WTVJ	22,000
Milwaukee	WTMJ-TV	101,016
Minn.-St. Paul	KSTP-TV, WTCN-TV	81,600
Nashville	.....	100
New Haven	WNHC-TV	72,700
New Orleans	WDSU-TV	23,463
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,145,000
Newark	WATV	Incl. in N. Y. Estimate
Norfolk	WTAR-TV	10,008
Oklahoma City	WKY-TV	24,755
Omaha	WOW-TV, KMTV	22,453
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	435,000
Phoenix	KPHO-TV	6,500
Pittsburgh	WDTV	91,000
Portland, Ore.	.....	887
Providence	WJAR-TV	49,140
Richmond	WTVR	26,213
Rochester	WHAM-TV	35,436
Salt Lake City	KDYL-TV, KSL-TV	14,200
San Antonio	KEYL, WOAI-TV	14,876
San Diego	KFMB-TV	36,300
San Francisco	KGO-TV, KPIX, KRON-TV	49,242
Schenectady	WRGB	70,000
Seattle	KING-TV	26,700
St. Louis	KSD-TV	115,000
Syracuse	WHEN, WSYR-TV	38,913
Toledo	WSPD-TV	39,000
Tulsa	KOTV	20,800
Utica-Rome	WKTV	11,500
Washington	WMAL-TV, WNBW, WOIC, WTTG	118,250
Wilmington	WDEL-TV	32,669

* Lancaster and contiguous areas.
** New station in this report.
† Revised figure submitted by WLWT.

Total Markets on Air 61 — Stations on Air 104 — Sets in Use 5,315,064

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committee, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Signs of WGN-TV's *Progress*

Another sign of success . . . WGN-TV carries 42% more local retail business than the nearest competitor. Important proof of WGN-TV's selling power, because retail advertisers are shrewd . . . they buy where they get the greatest return for their dollar. Another reason for buying WGN-TV in Chicago.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

STOP GUESSING!

WGAL-TV

the ideal station for testing your TV sales campaign.

The only television station which reaches this large, prosperous section of Pennsylvania —including Lancaster, York, Lebanon, Reading, Harrisburg and adjacent area. This market fulfills all requirements for reliable testing. Viewing is unusually high and consistent because of interesting local programming and the top shows of four networks—NBC, CBS, ABC and DuMont. Write for information.

A STEINMAN STATION

WGAL-TV

CHANNEL 4

Lancaster, Penna.

Clair R. McCollough, *Pres.*

Represented by

ROBERT MEEKER
ASSOCIATES

Los Angeles **New York**
San Francisco **Chicago**

NBC TV AFFILIATE

GESCO Grows

(Continued from Telecasting 8)

said: "This is our most valuable piece of advertising. If GESCO ever gives up the time, we'll take it and pay for the whole thing ourselves."

GESCO dealers have found that carefully-selected spots not only move television sets and major appliances, but serve to identify the dealer solidly in his own community. Marlow & Azar, television and major appliance dealer in Wilmington, which has used television spot advertising consistently for nearly a year, reports this type of reaction:

"Our local YMCA director mentioned that he saw our spot on television the other night. He said it made the group in his living room feel good to see one of their own people on the air."

Gibson & DeVore Television & Appliance Co. in Torrance is relatively new in that busy oil community, but sponsorship of a half-hour television program, as well as the use of television spots, have made it one of the business leaders of the town. People point to the company with real local pride. One of the oldest and most successful auto companies in the city recently solicited the cooperation of Gibson & DeVore in a major local promotion.

Dealer Campaigns

Many GESCO dealers advertise regularly on one-minute spots held under long term contracts. Others utilize television when new products are introduced, or for special merchandising events. The Los Angeles GESCO office has set up its television plans so that they are flexible enough to meet the needs of a dealer at any time. During some periods of peak activity, there have been a score of dealers on the air in any one week with announcements and programs.

When the cost of a program is too much for one dealer to handle, two or more dealers in different geographical areas will join together. Two dealers, for example, joined in successful sponsorship of Bob McLaughlin's well-liked *Picture Album*, a clever half-hour musical show on KLAC-TV.

The Los Angeles GESCO office also pioneered in using daytime television for its dealers—recognizing that women influence the sale of 85% of all major appliances. When KFI-TV turned to daytime programming last spring, GESCO dealers instituted a heavy schedule of two spots a day, six days a week. But, for a time, Hotpoint dealers had to scramble for availabilities, because the new General Electric low-cost television sets were introduced about this same time and dealers were anxious to advertise them.

In June 1949, when the new Hotpoint automatic washer was introduced in the Southern California market, television proved a particularly effective medium. Several Los Angeles dealers reported heavy sales volume as a result of their television advertising, while some dealers who did not use any television spots reported that customers would come in asking to see the Hotpoint washer that had been demonstrated on television.

George Yoshonis, of the GESCO branch office in San Diego, reported that the Hotpoint automatic washer advertising over KFMB-TV was very effective, even though the station had then been on the air only a few weeks.

The format of the one-minute commercials is very simple. The Hotpoint Inc. main office in Chicago has produced 23-second films demonstrating all of its major appliances. In a Hotpoint dealer commercial, the spot is usually opened with a photograph of the dealer's store, with address superimposed and live opening narration by the station announcer, who leads into the 23-second product films—which have their own sound track.

After the product film, there is either a slide highlighting the dealer's special terms or special service features, and a closing slide with dealer identification, address or phone number, depending on the nature of the sales approach. These spots sell both product and "where to buy"—as well as "reason for buying" from a particular dealer.

The GE radio and television dealer commercials are similar in format, except that they open with the same identification that has been used in this area since GESCO first went on the air with *Pantomime Quiz*. This is a GE radio and television blinking sign which is seen first in the distance, and moves in slowly, continuing to blink, until it fills the entire screen.

These simple formats were worked out with a view to dealer costs and to the job that had to be done.

Use Surveys

During the past year, the increasing number of surveys has made it possible to measure the size of the television audience in each of the 16 major trading areas in the Los Angeles market. Some GESCO dealers have been advised not to use television because of the relatively small number of sets in their areas. Other dealers have been notified when their area became saturated with sets to the point where television was a medium of primary importance.

This has necessitated careful planning and constant cooperation between GESCO executives, GESCO salesmen, the GESCO advertising agency and the dealers.

At General Electric Supply Corp., all advertising plans clear through the office of Lee DiAngelo, who has recognized the importance of television as an advertising medium from its very earliest days in Los Angeles. He has worked constantly with it, and, to learn more about its technique—even took on anonymously the role of one of the actors in the *Pantomime Quiz* program commercials.

Te-Ve

Drawn for TELECASTING by John Zeigler

"Is that you dear? How do you like the new life size screen!"

Some members of the show never did learn that he was the guy who okayed the bills.

As future advertising and merchandising programs are set up, it is likely that GESCO and its dealers will be swinging more and more to programs instead of spot announcements. For one thing, good new availabilities for spot announcements are becoming increasingly hard to obtain. GESCO is protected by long contracts and renewal options on most of its good spots, but the need is growing.

Also, many of the large dealers are beginning to appreciate the prestige and merchandising value of good local programs. Also, since Arizona is within the jurisdiction of the Los Angeles GESCO headquarters, the advent of KPHO-TV in Phoenix during December 1949 has necessitated increasing attention to that area.

Perhaps this is not so much a television "success story" as the story of how one company has recognized the importance of the television advertising medium and has tried to learn how to use it.

VIDEO PANEL SET

Top Leaders at N. Y. Meet

TELEVISION will be discussed from every angle by an all-star panel May 23 at a joint luncheon session of American Television Society and Sales Executives Club of New York at the Hotel Roosevelt in that city.

Mark Woods, ABC vice chairman, will speak on "Predictions for the Future of Television." G. Bennett Larsen, general manager, WPIX (TV) New York, will discuss "The Role of the Independent TV Station"; Glen Gundell, advertising manager, National Dairy Products Co., veteran video sponsor, will tell "Why an Advertiser Uses Television"; H. M. Beville, NBC director of research, will talk about "The Sociological Effect of Television in the Home." Dr. Allen B. DuMont, president, Allen B. DuMont Labs, will speak on "Television—The Billion Dollar Industry."

CBS Showing

(Continued from Telecasting 3)

RCA projection screen, approximately 13½x18 inches.

The Commissioners inspected the gun to observe variations in flicker quality among the three phosphors. Only the green phosphor had long persistence characteristics while the red and blue phosphors were of short persistence. The green phosphor produced a picture on the projection tube without flicker, CBS pointed out, while flicker was evident on the short persistence red and blue phosphors.

FCC counsel, Harry Plotkin, began the full-day cross examination of Dr. DuMont on Tuesday by running down a list of questions comparing the three principal color systems proposed for adoption. Dr. DuMont saw RCA's chief advantage in its compatibility with existing monochrome standards. He thought RCA's color performance not equal to what should be obtained in a 6-mc band, but stated he wouldn't say it couldn't be done. Color fidelity also could be improved, he said.

Dr. DuMont indicated the RCA system must be seen under commercial conditions before final judgment is passed. He saw problems to be overcome in commercial production of the tri-color tube newly developed by RCA, and in getting detail. He criticised the dot effect —and need for greater picture brightness was noted.

FCC can assume there eventually will be a practical tri-color tube, whether RCA's or another, Dr. DuMont told the Commission.

He said the tri-color tube as well as the RCA color system itself should have more field testing. As to RCA's three-tube receiver, the earlier model demonstrated, Dr. DuMont said a very great registration problem was presented and it was not practical because of size, cost and small angle of viewing.

Registration Termed Problem

He termed registration a very serious problem in the CTI system and definition as demonstrated needed improvement for commercial application in either color or monochrome. Dr. DuMont described CTI color fidelity as "reasonably good." CTI picture brightness was termed of a "fairly low order, about 3 ft. lamberts." Dr. DuMont indicated his firm's monochrome sets currently are running 60-100 ft. lamberts highlight brightness.

Incompatibility of the CBS system was its chief drawback, Dr. DuMont testified. He saw no problem of registration and he termed color fidelity as "reasonably good" and slightly better than RCA and CTI as now developed. He considered present CBS resolution as "slightly better" than RCA or CTI but wanted to wait and see dot interlacing on the CBS system before commenting on that feature.

He indicated dot interlacing should improve CBS definition "if it works," theoretically to about monochrome value. Dr. DuMont said "crispening" as employed in the CBS system helps apparent definition to a certain extent. Crispening or video amplifier "peaking circuits" have been used in monochrome by DuMont for two or three years, he said.

Brightness of the CBS picture was "not as bright as I would like to see it," Dr. DuMont related. He saw trouble from flicker if it were upped to about 40 or 50 ft. lamberts and hence would have to be kept to around 20 ft. lamberts. Some color breakup was cited in the CBS picture but Dr. DuMont said he didn't think it was serious enough to cause concern.

For the purpose of getting color, Dr. DuMont testified he considered the present CBS system would be a little more complex than either the single-tube RCA or CTI methods.

Further Testing Necessary

Further field testing of the CBS system was held necessary by the witness, both as to programming and technical matters. He said he wasn't convinced CBS could handle regular commercial programs such as the Fred Waring type and also wanted reception tests in areas 40 to 60 miles from the transmitter. He said CBS hasn't proven its system can be handled over coaxial cables on regular commercial schedule. CBS has made coaxial transmissions, however.

Given the assumption FCC wanted to choose one system now which would give the best color, Dr. DuMont indicated he preferred the system using the dot sequential technique since it has "most promise." He subsequently agreed with Mr. Plotkin it would be a "fair appraisal" to say he preferred a color system which if it didn't work in the long run it still would not harm black-and-white TV.

Dr. DuMont explained FCC's color standard choice ultimately would evolve as the only standard for TV and hence warned the Commission not to choose any standard now which would last but a few years.

Concerning DuMont manufacturing policy, Dr. DuMont told the Commission that regardless of which color system it might choose, his firm would continue to make monochrome sets only and when it had developed a "satisfactory" color

(Continued on Telecasting 18)

TV Mixes Well

A LARGE Tulsa retail outlet, Oklahoma Tire & Supply Co., has found a new selling recipe for angel food cake pans over KOTV (TV) Tulsa, the station reports. As a result of one announcement on KOTV's *Lookin' at Cookin'*, half-hour cooking program, the retailer sold out its entire supply of 200 cake pans by noon the next day. Fifty other cutomer reportedly left order for the pans.

Then you, too, should grant big summer discounts. Certain stations granting summer discounts probably should make it a year-round habit because in most cases, their winter ratings are below the summer ratings.

WCPO-TV holds the leading position in viewer popularity in the Cincinnati market—according to every recognized survey.

No—WCPO-TV has not nor will not grant summer discounts. Our leading position plus the higher average in summer than winter of sets in use, hasn't put us in the position of the young man above.

WCPO-TV
Channel 7
Affiliated with the Cinti. Post
Represented by the BRANHAM CO.

WCPO-TV
CINCINNATI, OHIO

WEWS, Cleveland is another Scripps-Howard TV Station — 1st in the market.

famous firsts in T-V

In 1884 Paul Nipkow invented the television scanning disc and thus began the history of television.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

CBS Showing

(Continued from Telecasting 17)

receiver it would put it on the market. He indicated "lots of pressure" would exist since all firms would be trying to get out their color set first, hence DuMont would continue to strive to win the race. He inferred DuMont color set production in large part would depend upon development of a single tricolor tube.

Should FCC decide on the 405-line CBS system, Dr. DuMont indicated his firm would continue to make 525-line monochrome sets and an optional model which could also get the 405-line signal. Adaptors installed at the factory would boost list prices of sets $25-35, he said.

If complete change to 405-line standards were to be required in three years, all sets would be double standard, Dr. DuMont told FCC. Ruling for changeover sooner would have a proportionately depressing effect upon TV manufacture, he indicated.

Dr. DuMont absolutely does not want multiple standards under any arrangement, he told FCC, because of public confusion and result that large proportion of the public ultimately would be left with apparatus it couldn't use.

Comr. Robert F. Jones asked Dr. DuMont why he now took a position opposite that in 1944 when he urged prompt standardization of monochrome since there was "no need to wait for miracles" and developments would more likely occur if the present standards were approved. Dr. DuMont replied today's situation is not the same because no standards have been set for color by FCC.

Compatible System Needed

Comr. Jones asked if DuMont's stand for a compatible system isn't "ringing the curtain down on any non-compatible system" in the same manner the Radio Mfrs. Assn. did to DuMont's monochrome proposal in 1940. DuMont was not then an RMA member. Dr. DuMont replied, "Everyone can see there's no good in an incompatible system now."

A DuMont brief in 1940 charging RMA was "dominated" by RCA and its affiliates because of the patent situation was cited by Comr. Jones who asked the witness what he thought on the subject now. Dr. DuMont replied that he believed that a lot of changes have been made in RMA since that time, experience had broadened the outlook and that RMA now included all groups.

The witness agreed with Comr. Jones that CBS was not a member of RMA.

Asked by Edward K. Wheeler, RMA counsel, if RCA now dominates RMA, Dr. DuMont replied in the negative. The witness also replied RCA had no influence on RMA's stand for a compatible color system.

The witness told Comr. Jones that all RMA members today were not RCA licensees. He also said that if DuMont were looser in the current patent infringement suit with RCA, it would not have to become an RCA licensee. Some patents "can be built around," he indicated.

Additional details about the DuMont patent situation were requested by William H. Bauer, chief of FCC's Law Bureau technical section. Of some 125 DuMont-held patents, about 30% relate to TV, Dr. DuMont said. All DuMont patents were developed by the firm except for one or two purchased, he said.

Concerning his firm's high-definition 18-mc industrial color system, Dr. DuMont said 95% of it represented monochrome components developed during the past five years while the remaining 5% were color components refined in the past few months. Dr. DuMont indicated his firm is also working on an "intermediate color system" but no details were given.

Skouras

(Continued from Telecasting 6)

trust laws for the moment, it seems very clear to me that film producers should be more interested than Zenith in the outcome of the Phonevision test, intended solely to determine whether the American public will pay to see good movies in their homes."

Zenith attorneys have advised Comdr. McDonald that producers cannot leagally refuse to rent their films, inasmuch as Zenith has offered to pay producers the same rate charged theatres with the same audience. "We have left it to the producer to determine just what the audience should be estimated to be, keeping in mind that only 300 homes will be tested," Col. Howland said.

"Phonevision, instead of threatening theatres, will enable many of them to survive the onslaught of television," Col. Howland continued. He outlined the pay-as-you-see system's advantages: "To the public, a show not otherwise obtainable; to the broadcaster, those assets long enjoyed by the press with its paid circulation in addition to its advertising revenue and its ability to accurately audit its circulation, daily; to Hollywood or the theatrical producer, an audience exceeding the capacity of every theatre in the land, and the privilege now enjoyed only by radio of going into the homes of those who find it inconvenient to come out; to the telephone company, an added revenue from an added service to be performed."

Phonevision's operation was demonstrated in a film prepared by Zenith. Dr. Alexander Ellett, Zenith vice president in charge of research and the inventor of Phonevision, described the system's technical operation.

Color television is "close enough so that we should go ahead with it, but it isn't practical to have more than one system," asserted Frank M. McIntosh of McIntosh Engineering Lab., Washington, who spoke Monday evening.

"The FCC will have to decide whether the present black-and-white system is too good to justify further, and what rate of speed it prefers for the color system," Mr. McIntosh said. "All three systems —CBS, RCA and CTI—are sequential systems. The only difference is in the rate of operation," he said.

Explains Basic Difference

He explained that the basic difference lies in the fact that CBS uses only one color per entire frame, that CTI uses the conventional three (red, green and blue) on alternate lines and that RCA uses all three on each line per screen picture. The RCA system, therefore, permits the finest definition, Mr. McIntosh said, because all colors are integrated and the flicker of the CBS system is eliminated. He added: "Whether the expense and added equipment needed for the RCA system is worth all the trouble or not will have to be decided by the FCC." Mr. McIntosh explained that all tubes and camera equipment currently manufactured can be adjusted to each of the three color systems with modifications.

He said the CBS' color system has a 46% overall reduction in resolution or definition, which makes for the flicker and creates more work for the eyes of the viewer. "I do not believe FCC should accept the CBS system for this reason," he said. He also pointed out that the CBS operation is incompatible. "CBS, however, although it has reached the ultimate in its color development, should be given credit for its pioneering in the field."

OLLIE BLUSHES

As NBC-TV Engineers Strike

OLIVER DRAGON ate a few of Burr Tillstrom's words in Chicago last Monday after the creator of *Kukla, Fran & Ollie* (NBC-TV) spoke at the opening luncheon at the Society of Motion Pictures & Television Engineers Convention (see separate story). Stressing the importance of engineers to a good performance and production, Mr. Tillstrom commended them for their criticism, "worth more, perhaps, than that of any other group." He ended with a lusty sanction from Ollie—"All Hail, Television Engineers."

That afternoon, two hours before show time, NBC Chicago video engineers went on strike. Mr. Tillstrom et al scurried for substitutes to handle a special remote on their show from the Museum of Science and Industry, where RCA (and its top brass, including Brig. Gen. Sarnoff) was dedicating its new TV exhibit that evening. Midst much ado about everything, a truce was called, engineers returned, and Ollie — with outstretched neck—limited his salute this time to "All Hail, Television."

Biow, Loewi Speak

MILTON H. BIOW, president of the Biow Co., New York, and Mortimer W. Loewi, director of the DuMont Television Network, will be the guest speakers at a luncheon May 2 at the Hotel Biltmore, New York, given by the Fashions Group. A discussion of television and cosmetics from the point of view of advertising, sales promotion, as well as influence upon the consumer market, will take place at the luncheon.

Telestatus

(Continued from Telecasting 14)

viewer diaries placed in a cross section of 500 homes in each city covered.

Top shows for the week April 1-8 for the six cities measured by American Research Bureau follow:

NEW YORK

1. Star Theatre	68.1
2. Talent Scouts	60.8
3. Toast of the Town	54.3
4. The Goldbergs	50.0
5. Godfrey and Friends	44.4
6. Studio One	43.0
7. Saturday Night Revue	41.5
8. Lights Out	40.0
9. TV Playhouse	37.7
10. Kraft TV Theatre	32.0

PHILADELPHIA

1. Star Theatre	75.8
2. Toast of the Town	64.4
3. Talent Scouts	62.5
4. Godfrey and Friends	56.1
5. Boxing—N. Y.—Friday	49.9
6. Stop the Music	49.0
7. Lights Out	47.5
8. WFIL Film Theatre	44.5
9. Children's Hour	44.1
10. Kraft TV Theatre	42.2

BALTIMORE

1. Star Theatre	69.9
2. Talent Scouts	66.0
3. Toast of the Town	62.9
4. Godfrey and Friends	58.3
5. Stop the Music	52.6
6. Boxing—NBC—Friday	44.0
7. Silver Theatre	43.3
8. Studio One	41.3
9. Private Eye	41.0
10. The Lone Ranger	39.0

WASHINGTON

1. Star Theatre	71.4
2. Hopalong Cassidy	48.9
3. Stop the Music	48.6
4. Godfrey and Friends	46.1
5. Toast of the Town	45.1
6. Frontier Theatre	40.5
7. Boxing—NBC—Friday	40.1
8. Aldrich Family	40.0
9. TV Playhouse	39.4
10. Super Circus	38.9

CHICAGO

1. Star Theatre	67.9
2. Godfrey and Friends	65.1
3. Talent Scouts	59.9
4. Super Circus	52.2
5. Toast of the Town	51.0
6. Hopalong Cassidy—WNBQ	46.0
7. Hopalong Cassidy—WENR-TV	43.5
8. Original Amateur Hour	42.9
9. Stop the Music	41.1
10. Private Eye	40.9

CLEVELAND

1. Godfrey and Friends	71.0
2. Star Theatre	69.8
3. Talent Scouts	64.9
4. Toast of the Town	56.7
5. Stop the Music	56.6
6. Super Circus	51.3
7. Hopalong Cassidy	43.8
8. The Lone Ranger	42.5
9. Wrestling—WEWS—Tues.	41.3
10. Wrestling—WXEL—Sat.	41.8

* * *

Nielsen New York Program Ratings

NEW YORK area Nielsen TV Ratings for evening, once-a-week programs places *Texaco Star Theatre* in the top spot. The survey covered the four weeks ending April 8. The top 10 New York programs are reported by Nielsen as follows:

RANK	PROGRAM	Nielsen-TV Rating (Number of) (Telecasts)	Homes %	Homes (000)	% TV Homes Using (At Telecast Time) TV %	Radio %
1	Texaco Star Theatre	(4)	76.2	829	81.7	7.9
2	Toast of Town	(4)	57.1	621	74.9	9.2
3	Godfrey's Talent Scouts	(4)	56.9	619	78.1	9.2
4	Gillette Boxing	(4)	47.8	520	69.7	5.3
5	Lights Out	(4)	45.3	493	77.7	6.9
6	Philco TV Playhouse	(4)	43.3	471	72.8	7.7
7	Man Against Crime	(4)	38.9	423	72.4	6.3
8	Fireside Theatre	(4)	37.7	410	76.7	7.7
9	The Goldbergs	(4)	37.6	409	78.2	6.7
10	Godfrey & Friends	(4)	37.4	407	71.4	11.3

All programs telecast two or more times.

NOTE: Number of homes is obtained by applying the rating (%) to 1,088,000—the March 1, 1950, NTI estimate of total TV Homes in the "New York" area.

Copyright 1950 by A. C. NIELSEN CO.

Film Report

ATKINS-GILBERT, Los Angeles, has acquired television rights from **Maxwell Shane**, producer-director, 20th Century-Fox, to 39 half-hour dramatic films written for *Big Town* radio series aired in 1939, 1940 . . . **John Burns James Jr.**, formerly in motion picture field in Cincinnati, has joined **Video Films**, Detroit, producer of motion picture TV advertising.

* * *

United Productions of America, Hollywood, has started production of four one-minute animated commercials for **Shell Oil.** Agency, **J. Walter Thompson.** Films will carry to TV the Shell campaign now being used on billboards and newspapers and will feature writhing antics of power laden gas hose. Plans are to adapt films for later theatre release. . . . **Telefilm Inc.**, Hollywood, has completed series of 12 TV film commercials for **Bohemian Distributing Co.**, Los Angeles (Acme Beer). Included are nine 20-second and three one-minute spots. Films running on six Los Angeles TV stations. Agency **Foote, Cone & Belding**, Hollywood.

* * *

Jerry Fairbanks Productions, Hollywood, has completed first films in new half-hour TV series **Rocket to the Stars** for **Oldsmobile.** Series shows stage and screen personalities in home backgrounds and is scheduled for fall release. First program featuring David Niven will be "sneak previewed" sometime in May in San Francisco, Detroit, St. Louis, Philadelphia, Cincinnati and Albany. Agency for Oldsmobile is **D. P. Brothers & Co.**, Detroit.

* * *

KTTV (TV) Los Angeles has acquired 21 Western movie serials and 48 cartoons for telecasting, scheduled to start sometime in May. Included in serials, each 12 chapters long, are Tom Mix in "Miracle Rider"; John Wayne, "Shadow of the Eagle" and "Three Musketeers"; Ken Maynard, "Mystery Mountain"; George Brent, "Lightning Warrior"; Harry Carey, "Last of the Mohicans." . . . **William Asher**, head of production, **TEEVEE Film Co.**, Beverly Hills, takes over as executive producer on KFI-TV Los Angeles' *You Be the Jury* show.

* * *

Telemount Productions, Hollywood, producing two one-minute spots for **Sun Battery Co.**, Los Angeles, for placement in West Coast regional markets. Agency, **Henry Schwartz**, Long Beach. Film firm recently completed one one-minute and one two-minute spots for **Barr Mfg.** (clothiers) also Los Angeles. Agency, **Charles Ross Adv.**, that city.

* * *

Kling Studios, Chicago, has completed following TV spots: For **Taystee Bread**, one one-minute and 20-second, through **Young & Rubicam**; **Raytheon Mfg. Co.**, three one-minute, three 20-second, **Beaumont & Hohman**; **Standard Oil of Indiana**, third in series, **McCann-Erickson**; **Ken-L-Ration**, for **Quaker Oats**, six spots through **Ruthrauff & Ryan**; **Magic Washer**, six spots, **Weston-Barnett** Agency, Waterloo, Iowa.; two for **Bavarian Beer** through **Ralph Jones**, Cincinnati, and **Squeeze Spray** deodorant for **Jules Montenier** through **Kaufman & Assoc.** All agencies Chicago unless otherwise noted.

* * *

INS-Telenews daily newsreel has added **WBAL-TV**, Baltimore to its client list, as well as renewal by **WTMJ-TV** Milwaukee for its weekly newsreel. Sponsor **First National Bank**, Milwaukee. **Morely Bros.**, RCA distributor, will sponsor daily newsreel on **WLAV-TV** Grand Rapids, co-sponsored by **New Home Appliance Store** that city. **WPIX (TV)** New York, new outlet for INS-Telenews, has lined up **Williams Oil-O-Matic** as sponsor.

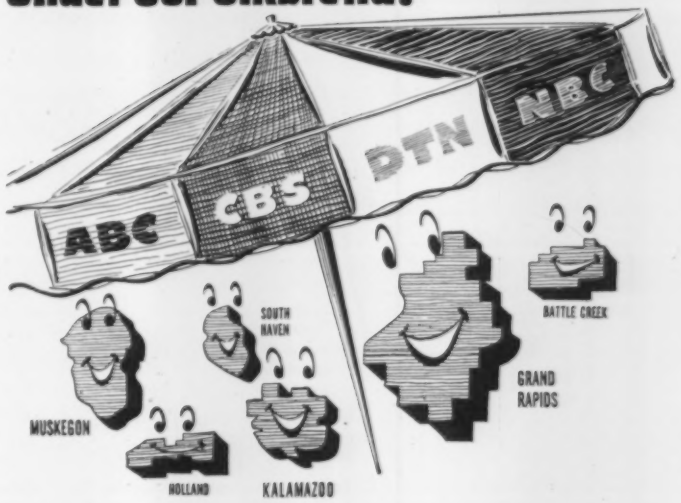
$150. FOR 1 MINUTE TV FILM COMMERCIAL

TV ADVERTISING FILM FOR LOW BUDGET ACCOUNTS

FILMACK

1331 S. Wabash Ave., Chicago 5, Ill.

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV AM-FM-TV

REPRESENTED BY JOHN E. PEARSON CO.

THESE GREAT MARKETS ONE MILLION PEOPLE . . . LOOK FOR TV FROM

WLAV-TV

GRAND RAPIDS, CHANNEL 7

The only Michigan TV Station outside Detroit

How electronic "paintbrushes" create pictures in our newest art form

There's not a single moving part in a kinescope—but it gives you pictures in motion

No. 4 in a series outlining high points in television history

Photos from the historical collection of RCA

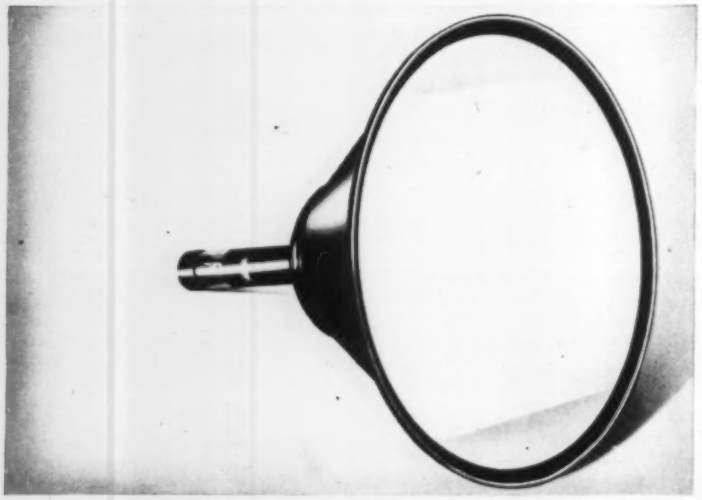
An experimental model *of the kinescope—developed by Dr. V. K. Zworykin of RCA Laboratories—is seen undergoing laboratory tests.*

● Ever watch an artist at work—seen how his brush moves over the canvas to place a dot here, a shadow or highlight there, until a picture is formed?

Next time you're asked how television pictures are made, remember the paintbrush comparison. But the "brush" in this case is a stationary electron gun, the "paint" is a fluorescent material made light or dark by electrons, and the "canvas" is a television screen.

Developed by Dr. V. K. Zworykin, now of RCA Laboratories, the kinescope picture tube is one of the scientific advances which gave us *all-electronic* television . . . instead of the crude, and now outmoded, mechanical techniques.

Today, through research at RCA Laboratories, these highly complex kinescopes are mass-produced at RCA's tube plants in Lancaster, Pa., and Marion, Ind. Industrial authorities call this one of the most breath-taking applications of mass production methods to the job of making a precision instrument.



New 16-inch *RCA kinescope picture tube, almost 5 inches shorter than previous types, incorporates glare-free glass in its faceplate—Filterglass.*

Thousands of kinescope faceplates must be precisely and evenly coated with a film of fluorescent material . . . the electron gun is perfectly synchronized with the electron beam in the image orthicon tube of RCA television cameras . . . the vacuum produced in each tube must be *10 times better* than that in a standard radio tube—or in an electric light bulb!

Once completely assembled, your RCA kinescope picture tube is ready to operate in a home television receiver. In action, an electrically heated surface emits a stream of electrons, and the stream is compressed by finely machined cylinders and pin-holed disks into a pencil-thin beam. Moving back and forth in obedience to a radio signal—faster than the eye can perceive—this beam paints a picture on the face of the kinescope. For each picture created, the electron beam must race across the "screen" *525 times*. To create the illusion of motion, 30 such pictures are "painted" in every single second!

Yet despite these terrific speeds, there are no moving parts in an RCA kinescope. You enjoy the newest of our arts because electrons can be made to be obedient.

Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION

Telecasting
Insert
Pull Out for Filing

FELIX APPEALS
Contests Libel Suit Rule

AN APPEAL that contests the ruling of a Philadelphia federal judge that a radio broadcaster is not liable for libel in the broadcast of an uncensored political speech [BROADCASTING, March 20] has been filed in the Circuit Court of Appeals, Philadelphia.

Case centered upon a libel suit against KYW Philadelphia (Westinghouse Radio Stations Inc.) and four other stations in the Quaker City (WCAU WFIL WPEN WIBG). A Philadelphia attorney, David H. H. Felix, asked $50,000 damages from each station for broadcasting a political speech which allegedly contained libelous matter. Judge Kirkpatrick's ruling last March dismissing the Felix complaint, in effect supported FCC's famous Port Huron decision which held a station may not censor a political broadcast even if it contains libel.

Westinghouse attorneys said the case may be considered in October by the appeals court.

CAB '51 Meeting

CANADIAN ASSN. of Broadcasters has announced that its 1951 annual meeting will be held at the Chateau Frontenac, Quebec City, Feb. 26 to March 1. Decision was made at an April meeting of the CAB board of directors, reversing plans announced at the CAB annual meeting at Niagara Falls. At that time the annual meeting was set for Mount Royal Hotel, Montreal, later in March.

For that "all-in" feeling, munch a piece of energy
—a tasty, chocolate-like KEVETT.

KEVETTS contain-deep sea kelp, soy bean, dextrose, wheat germ, malt, brewers' yeast, magnesium sterate, W-H-Y, KEVETTS are enriched with iron, calcium, phosphorus, iodine.

KEVETTS help promote stronger nerve-tone and added vitality, that keeps you on your toes all day long.

For those "four-o'clock blues" munch a piece of energy—and finish the day with plenty of pep to spare.

Insist on KEVETTS at your food or drug store. Accept no substitute. There is none

KEVO PRODUCTS. E-5
Azusa, California

Commercial

HOWARD J. FORBES, formerly general manager of WWNR Beckley, W. Va., appointed comcial manager of WGTM Wilson, N. C. He was also formerly with WVVW Fairmont, W. Va.

Mr. Forbes

ROGER S. DAVISON, former commercial manager of KXJK Forrest City, Ark., becomes commercial manager of WMIS Natchez, Miss. He also was formerly associated with KGHI Little Rock and KXLR North Little Rock, both Ark.

FORT INDUSTRY Co.'s New York office, headed by **TOM HARKER**, vice president and national sales director, moves to new and larger quarters at 488 Madison Ave.

GILL SPECTOR, formerly with WLEE Richmond, Va., joins sales staff of WXGI same city. **RICHARD GILLFORD** also joins sales staff.

WCCO Minneapolis-St. Paul issues Rate Card No. 21. Card is effective today, May 1.

BILL POST returns to KSL Salt Lake City after absence of 15 years to join staff of KSL-TV as member of sales department and host of musical show. He was affiliated with Intermountain Network previous to this move.

KSFO San Francisco appoints **WILLIAM G. RAMBEAU Co.** as national representative.

RICHARD HOGUE rejoining ABC spot sales department after service with Music Corp. of America. He replaces **GEORGE PERKINS**, resigned. Mr. Hogue joined ABC in 1949.

WILLIAM F. MALO, commercial manager of WDRC Hartford, Conn., elected to Radio Pioneer's Club. He has been in radio for 28 years, 20 of them with WDRC.

H. ROLLIN BOYNTON, formerly with Fletcher D. Richards, New York agency, joins WQXR New York as junior account executive.

CRYSTAL GEHRIG, of ABC Hollywood accounting staff, and Bill Phillips were married April 22.

BILL HUNEFELD, member of sales staff of KLX Oakland, Calif., is the father of a boy.

Defense Series

NEW series of programs titled "Primer of U. S. Defense," featuring interviews with top Defense Dept. officials conducted by radio and newspaper correspondents, began April 18 over ABC (10-10:30 p.m.) as a continuance of the department's regular *Time for Defense* public service presentation. ABC News Analyst Elmer Davis inaugurated the series by interviewing Gen. Omar Bradley, chairman of the Joint Chiefs of Staff. Program originates at Washington's Departmental Auditorium.

Feature of Week

(Continued from page 16)

on 1450 kc.

Prior to its opening, WTSA wheeled through Keene, N. H., Bellows Falls, Vt., and other nearby communities in a tour promoting the station and Boston baseball games.

The trailer unit is about 30 feet long. In the back end is the console flanked by two 3-speed turntables, clock and other equipment plus a microphone for the announcer-operator. Behind the operator—toward the trailer's nose—is the transmitter to the right and a large record and transcription library to the left. A door leads to a business office, containing desks, file cabinet, phone, interview mike and other equipment.

WTSA uses a Collins transmitter and much of its other equipment is made by that firm.

WTSA is owned and operated by The Granite State Broadcasting Co., Manchester, N. H., and is the third AM station opened by the firm since late 1946. Others include WKBR Manchester, N. H., and WTSV Claremont, N. H.

In a few months, WTSA's modern studios will be built, after which the trailer station, designed by William F. Rust Jr., general manager of Granite State, will be moved to Lebanon-Hanover, N. H. There, with FCC approval, the firm plans to operate still another station.

AAW COMPETITION
McAndrews Named Chairman

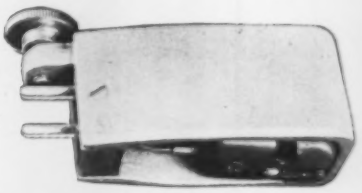
ROBERT J. McANDREWS, managing director of Southern California Broadcasters Assn., has been named chairman of the annual radio commercials competition of the Advertising Assn. of the West. SCBA will act as coordinating group for this year's contest.

Appointed to the committee are: Walter E. Wagstaff, manager, KIDO Boise; Frank B. McLatchy, sales manager, KSL Salt Lake City; Lloyd E. Yoder, manager, KOA Denver; Ray Rhodes, Pacific Coast manager, Paul H. Raymer Co.; J. Archie Morton, manager, KJR Seattle, and H. Quenton Cox, manager, KGW Portland, Ore. Traditional trophy donated by Vancouver Advertising Club and additional certificates of merit will be presented to contest winners at AAW convention being held June 25-29 at the Ambassador Hotel in Los Angeles.

Hugh McClung

FUNERAL services for Hugh McClung, 56, owner of KYOS Merced, KVCV Redding and KHSL Chico, all California, were held in Merced April 21 with burial in San Mateo County. Mr. McClung died April 19 in a Monterey Hospital after he had been stricken with a heart attack. He leaves his wife, a son, Hugh Jr., and a daughter, Mrs. Martha Roberts.

AN ADAPTER FOR YOUR 9-A EQUIPMENT ! !



No Need to Buy Costly Additional Arms and Equipment for Your Tables

Replace Diamond or Sapphire Points Yourself in a Few Minutes

Better Fidelity - Less Needle Scratch

•

Plug this General Electric reluctance head with adapter into your present 9-A arm and play all phonograph records and lateral transcriptions.

To play verticals, simply plug your standard 9-A head back in.

Adapter with G.E. broadcast model head and switch and matching cable. Everything you need*

only $29.75

*Diamond Point 2.5 MIL $16.50 additional
*Sapphire Point $ 2.10 additional

BROADCAST SERVICE COMPANY
334 ARCADE BLDG. • ST. LOUIS 1, MO.

Allied Arts

ZIV TELEVISION PROGRAMS Inc. and **WORLD BROADCASTING SYSTEM Inc.**, both New York, appoint **David O. Alber Assocs. Inc.**, New York, to handle their publicity with **GENE SHEFRIN** as account executive.

LARRY FROMMER, former script and production director of WOL Washington, announces opening of **Frommer Radio-Television Productions**, specializing in scripts, script services, live and transcribed program packages and talent. Firm is located in Sound Studios Bldg., 1124 Vermont Ave., N.W., Washington. Phone is Sterling 3861.

LEW HILL, formerly manager of CJCH Halifax, joins Walter A. Dales Radioscripts, Montreal.

RICHARD BRUSKIN, television director of Advertest Research, New Brunswick, N. J., is the father of a boy, David Bruce.

COLORAMA TELEVISION, with branches in Detroit, Chicago, New York and Oakland, opens factory unit in Hollywood at 5401 Santa Monica Blvd. Firm manufactures 12½, 16 and 19 inch round and rectangular picture tube sets.

Equipment

G. EDWARD DeNIKE appointed manager of DuMont Teletron sales, Passaic, N. J.

BENNO VON MAYRHAUSER appointed chief production engineer for Turner Co., Cedar Rapids, Iowa.

TELREX Inc., Asbury Park, N. J. (antenna design and development), acquires new testing site at Belmar, N. J

MOTOROLA reports all-time sales high for first three months of 1950, with estimated profits of $3.50 per share after all charges. Profits per share for same period last year were $1.14. To handle increased volume, Motorola has acquired 100,000 additional square feet of plant space in Quincy, Ill., which will be in operation by mid-summer.

ABC's *Jackie Robinson Show*, Sunday, 10:30-10:45 p.m., featuring baseball star, has acquired 24 sponsors on 23 network stations since it began last January, ABC reports.

50,000 WATTS at 800 kc.

A Greater Voice • A Greater Value!

THE DETROIT AREA'S
Better-than-ever Best Buy

Coverage of a 17,000,000 population area in 5 States

•

Adam J. Young, Jr., Inc., National Rep.

CKLW Mutual Broadcasting System

Guardian Building, Detroit 26, Michigan

J. E. Campeau, President

WDSU STUDIOS

New AM, TV Quarters Dedicated

FORMAL dedication of new studios at WDSU-AM-FM-TV New Orleans, climaxing a six months' expansion program, was held last Monday (April 24).

A special half-hour program titled *Dixie Jambake* and featuring Sportscaster Harry Wismer as m.c., was aired over the station and the ABC network. In addition to Mr. Wismer, the show included selections by New Orleans bands and singers and the Tulane-Newcomb A Capella Choir of 50 voices directed by John Reininger.

Waters from the Seven Seas, flown in by Pan American Airways, were used by Mr. Wismer in the christening ceremonies. Assisting him were Mary Brooks Soule, this year's Mardi Gras queen, and her attendants. All were escorted by an honor guard of the Naval Reserve Unit of Tulane U.

The new studio building, which is adjacent to WDSU's administrative offices, contains four broadcasting studios and one large television studio. All are equipped with the latest and most modern facilities and have been designed to allow a maximum flexibility, according to Edgar B. Stern Jr., managing partner. Robert D. Swezey is general manager of WDSU-AM-FM-TV.

With the four broadcasting studios built around one large master control room, WDSU facilities also include a newsroom, record library, client's viewing room and a general reception room. Total of the overall AM area is approximately 4,000 feet.

Patterned after Hollywood sound stages, the television studio has a master control room, including a producer's and announcer's room, situated above stage level and overlooking more than 6,000 square feet of working area. Officials pointed out that as many as eight different sets can be assembled and put into working use at one time.

Other features of the TV studio are dressing rooms for performers as well as offices for the personnel handling the mechanical operation. The rear of the studio extends to Toulouse St. and is constructed with an entrance way large enough to allow passage onto the stage of huge trucks, cars and other massive equipment a sponsor may want to demonstrate on his show.

The studios are located in the Brulatour Mansion in New Orleans' French Quarter. The exterior of the building has been designed in traditional New Orleans architecture. Construction of the new studios was started last fall.

RADIO NEWS

Los Angeles Awards Made

AWARDS for outstanding achievement in radio journalism in the greater Los Angeles area have been presented by Radio News Club of Southern California. Divided into five different categories, awards went to Chet Huntley, CBS commentator, for best consistent news commentary during 1949; Bob Garred and John Wald, both ABC, tied for best consistent news presentation for 1949; Dave Anderson, NBC, for best news writing during 1949; KNX-CBS news staff's coverage of Kathy Fiscus story, for best on-the-spot coverage of a special event; Sam Balter, KLAC, as best sportscaster during 1949. Both stations are in Los Angeles.

Judges were Leonard Riblett, chairman of Greater Los Angeles Press Club; Gladwin Hill, Southern California representative of the *New York Times;* Arthur A. Engel, assistant to publisher, *Hollywood Reporter.*

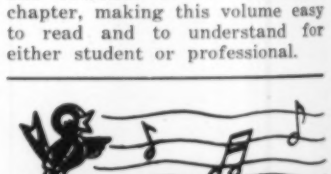
RADIO-TV ACTING

Y&R's Duerr Authors Book

RADIO AND TELEVISION ACTING. Criticism, Theory, and Practice. By Edwin Duerr. New York: Rinehart & Co. Inc. 417 pp. $5.

AUTHOR Edwin Duerr, radio and television supervisor, Young & Rubicam Inc., and formerly director of the U. of California Little Theatre, takes the reader backstage in radio and television's acting world. Well-detailed and interspersed with illustrative material taken from national radio-TV show scripts, *Radio and Television Acting* is intended to teach as well as to inform.

Chapters devote considerable attention to the nature of acting, voice and speech, microphone techniques and procedures, microphone reading, characterization, emotional and comedy acting, motion and various aspects of each one of these categories. Bibliographies and exercises follow each brief chapter, making this volume easy to read and to understand for either student or professional.



WREN
-ABC-
is the PEAK *in* TOPEKA
REPRESENTED BY
WEED & COMPANY

Request For Free Public Service Time

We, the undersigned, representing.....

request that Radio Station.....provide us with free public service in conjunction with.....

..... It is furthermore stated that no funds are available for advertising purposes and that no funds have been or will be spent for other Media (newspaper, printing, signs, etc.). It is understood that willful misrepresentation of the facts in this statement on our part will disqualify us for future consideration for free public service broadcast on Radio Station.....

.....

.....

.....
(Date)

NCAB-100 (North Carolina Association of Broadcasters, Inc.)

FOLLOWING the March 18 BAB report on free time, J. S. Younts, executive secretary-treasurer of the North Carolina Assn. of Broadcasters Inc., called attention to this special printed form which the NCAB members distribute to those requesting free public service time of stations.

WORLDWIDE NETWORK

Sen. Benton Urges Formation To Spread Democracy

DISSEMINATION of truth is the only counter weapon capable of "fending off and neutralizing the lies and distortions" of totalitarian propaganda, and the United States appears to be the only nation able to finance construction of a worldwide broadcasting network.

These views were reiterated by Sen. William Benton (D-Conn.) April 13 in an address before the U. S. National Commission for UNESCO, which held a three-day meeting in Washington. The Connecticut Senator formerly served as chairman of the U. S. delegation at two previous UNESCO conferences.

Sen. Benton told delegates that "if it is in the national interest of the United States that UNESCO become a powerful force in the world—as I believe it is—then we should not hesitate to finance it if it has the leadership and the projects with sufficient promise . . . It is only we who have the resources. . . ."

The former Assistant Secretary of State noted that he had "several times" urged formation of a worldwide radio network capable of laying a signal into every receiver in the world providing UNESCO can "learn how to do the programming job."

Sen. Benton is one of 12 co-sponsors of a six-point resolution (S Res 243) proposing immediate creation of a U. S. radio unit that could broadcast "on longwave, shortwave or medium wave." Program also advocates increase in UNESCO operation to implement radio broadcasting facilities in Germany looking toward breakdown of the USSR's Iron Curtain, and general expansion of State Dept.'s information and educational activities [BROADCASTING, March 27].

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

NEWS EDITORS

Wisconsin Group May Form

PRELIMINARY talks to sound out possible formation of a Wisconsin Assn. of Radio News Directors have been scheduled tentatively for early this month in Madison, Wis., according to Robert Lindsay, news editor of WKOW Madison.

Mr. Lindsay reported that at least 10 news editors in the state have replied favorably to initial queries concerning the establishment of such an organization. Background information has been obtained from the Ohio Assn. of Radio News Editors, he added.

KOA Denver aired seven complete shows from national AAU basketball tournament recently conducted there.

COLD WAR NOTE

HT Cites 'Voice' Effort

BROADCASTING, along with the press and other information media "that the people trust," must join the battle to spread the American message to countries behind the iron curtain, President Truman told the April 20-22 meeting of American Society of Newspaper Editors, held in Washington.

"Unless we get the real story across to people in other countries we will lose the battle for men's minds by default," the President said. "Our present overseas information and educational exchange program is getting results. For example, the Voice of America has been carrying to people behind the Iron Curtain the true story of world events.

"It has been so successful that the Soviet government is using a vast amount of costly equipment in an attempt to drown out our broadcasts by jamming. We must devise ways to break through that jamming and get our message across. And we must improve and strengthen our whole range of information and educational services."

The President reminded that this country has "tremendous advantages" in the struggle for men's minds and loyalties. "We have truth and freedom on our side," he said. "The appeal of free institutions and self-government springs from the deepest and noblest aspirations of mankind."

He declared Secretary of State Dean Acheson had been directed to plan a strengthened and more effective national effort to use the great power of truth in working for peace."

The editors were told by several speakers that total cold war is needed for victory in the battle for Europe, a message impressed on broadcasters at the NAB Chicago convention. Barry Bingham, president of WHAS Louisville, now chief of the Economic Cooperation Administration's special mission to France, cited bright and dark spots in the French economy and appealed for a lowering of tariff barriers.

News

ED KILLEN appointed to news and announcing staff of WSRS Cleveland. He was formerly with WHA Madison, Wis., on news staff.

GEORGE GRIM, newscaster-commentator for WCCO Minneapolis-St. Paul, signs exclusive three-year contract with station.

LIONEL MOORE appointed farm director of CKY Winnipeg. **BILL MOYER** joins station as sportscaster.

FULTON LEWIS Jr., MBS commentator, has received Catholic War Veterans' annual distinguished citizens' award. He received tribute at CWV's 13th annual pageant. He is first radio commentator to be so cited. Citation was given "for your outstanding contributions to the American way of life."

HERB DIXON joins news staff of CKY Winnipeg.

The stars of today and tomorrow are
Yours for more Sales
...with the *new era* in
Thesaurus

JIMMY LYTELL AND THE "DELTA EIGHT"
"Old New Orleans"

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal... top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

recorded program services
Radio Corporation of America
RCA Victor Division
120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

Technical

DOYLE D. THOMPSON appointed technical supervisor of WFMY-TV Greensboro, N. C.

BRUCE BERQUIST, HAROLD WHITTEBERRY, JOHN FRISHETTE, WALTER McKECHNIE, WILLIS MARSHALL, ELVIS OWEN and **CHARLES TACKENBERG** added to NBC Chicago staff for temporary work on network's Daylight Savings Time operation. **EDGAR L. BERNHEIM**, assistant recording supervisor, is in charge.

HERB BRODY, formerly with engineering staff of WMGM New York, joins engineering department of WPIX (TV) same city.

RAY FREUTEL and **AL KNISPEL** join NBC Chicago TV field engineering staff after working in building maintenance department.

FRANCIS JACOB, control room supervisor of WWL New Orleans, is the father of a girl, Cathy Claire.

DONALD J. WILSON, of transmitter staff at WNBQ Chicago, is the father of a boy Donald James Jr.

NEW radio interference locator for 550 kc to 30 mc frequency range announced by **Sprague Products Co.**, North Adams, Mass.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., introduces its radio cue system, model AB, for use in directing personnel via radio link. System is especially useful in TV production, firm reports.

IT'S an informal discussion among these Virginia radio men and women at the meeting of Virginia AP Broadcasters Assn. at Richmond in March [BROADCASTING, April 3]. **L to r: Seated, Don Murray, WDBJ Roanoke; John Daffron, AP, Richmond; Bob Dalton, WRNL Richmond; Emileigh Maxwell, WTAR Norfolk; Frank H. Fuller, Richmond AP Bureau chief; Mrs. Polly Daffron Miller, WRNL; Jack Weldon, WWOD Lynchburg; Leigh Smith, WSLS Roanoke; Charlie Spears, WXGI Richmond; standing, John L. Cole, WHLF South Boston; Frank M. Stearns, AP, Washington; Oliver Gramling, AP assistant general manager for radio, New York; John Eure, WDBJ.**

CLAROSTAT MFG. Co., Dover, N. H., announces high-voltage coupler and spacer assembly, 59-186, with nylon insulator shaft, RN-3", for use in TV, now made available in all Clarostat Pick-A-Shaft type controls.

AEROVOX Corp., New Bedford, Mass., now producing smaller miniaturized tubulars than were previously available, measuring 3/16" in diameter and 7/16" long. Tubulars are type P83Z.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces production of new all-channel high-gain antenna designed to emphasize Channels 11, 12 and 13 reception. Antenna is called Taco Tri-X.

NEWS RATIO
Students Like Radio 2 to 1

STUDENTS—at least those at Phillips U., Enid, Okla.—prefer radio to the newspaper by 2 to 1 to keep up on the latest news, according to a survey conducted by R. G. Martin Jr., associate professor of journalism at the university.

More than 130 of 960 Phillips students were asked reading and listening habits: When they either listened to a newscast or read the daily newspapers and for their preference of the two media. Students queried were representative by class, sex and major study, Mr. Martin explained. Enid has two stations, KCRC - AM - FM and KGWA, two daily newspapers, two weeklies and access to Oklahoma City, Tulsa and Wichita papers.

Reasons for preferring radio news were it's "fresher," less time is consumed in obtaining top news, it lightens the reading load of the student, out-of-towners are not in the local paper habit and "radio news presentations make more sense," Mr. Martin reported students observed. One out of eight students at Phillips was queried with equal selection among men and women. Coeds gave more overwhelming preference to radio news than did the male students, the survey revealed.

AD WEEK SET
Noble Duram To Speak

TWO network officials—Edward J. Noble, chairman of the board, ABC, and Arthur Duram, TV market research counsel, CBS—are slated to speak at the second annual Advertising Week which starts today (Monday) through Saturday at the Hotel Syracuse, Syracuse, N. Y.

The week will be celebrated with the 48th annual conference of international affiliation of sales and advertising clubs (Thursday, Friday and Saturday) which is expected to draw members from 14 advertising and sales clubs in the U. S. and Canada. Syracuse Advertising and Sales Club and Syracuse U. are hosts to the conventioners.

Highpoints of the convention are International Day on Saturday and presentation of radio-TV and other awards for best advertising performances in the upstate New York area. Mr. Noble is scheduled to talk on Advertising Day, Friday, on "Better Living Is in the Air." Mr. Duram speaks the following day at a panel on "How To Make Advertising Work at the Consumer Level." Also on the speakers' program are Walter R. Barry, vice president in charge of sales, General Mills Inc., on "Advertising and the Expanding Market," and Violet Symons, publicity director, Gimbel Bros., Pittsburgh, on "Advertising for Today's Retail Store." Royal H. Ray, of the All-University Dept. of Advertising, Syracuse U., is general chairman.

NICHOL NAMED
Is BMI Comptroller

BOARD of directors of Broadcast Music Inc. elected Alexander D. Nichol as comptroller at a meeting April 16 during the NAB convention in Chicago. Mr. Nichol joined BMI's financial department a year ago.

The board voiced pleasure at the industry response to BMI's 10th anniversary celebration. A resolution was adopted thanking Canadian Assn. of Broadcasters and Canadian Broadcasting Corp. for their unprecedented action in voting to increase the fee paid to BMI Canada because of BMI's contribution to Canadian music.

WAVE DOESN'T TRY TO TRAP FOX (Ky.)!

At WAVE, we take no interest in trapping Fox (Ky.)! Truth is, we haven't any license to lay our bait that deep in Kentucky's timberland. . . .

We do legally snare the 27-county Louisville Trading Area—a territory that's almost as valuable as Fox (Ky.) and *all the rest of the State combined!* Every year nearly a billion dollars changes hands right around the Louisville trading post. . . .

So take our advice, old hunter—beware of hounding Fox, and begin pelting *Louisville* with WAVE. Are you game for all the facts?

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

SERVICE

Twenty-four years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

NEWS JOBS

CRJ Queries Managers

FIFTY percent of 173 station managers queried about job placements by the Council on Radio Journalism said they would hire persons without previous station experience. This was reported by Council Chairman Floyd Baskette of the U. of Colorado at the semi-annual meeting of the group April 16 in conjunction with the NAB at Chicago's Stevens Hotel.

The same managers reported they expect to employ 387 persons this year, of which 143 openings will be for newsmen, newsmen-announcers and advertising men this spring and summer, Mr. Baskette said.

The council, comprised of five radio industry representatives and five university men from the American Assn. of Schools and Departments of Journalism, discussed at length the problems of placing graduates in jobs. For the first time since the war, June graduates are not expected to be placed entirely until October. They previously found work immediately after graduation, one spokesman said.

Average starting salary for jobs at the stations surveyed is about $50, it was reported.

The council is preparing a report for institutions with research facilities listing radio journalism research topics that the industry itself considers "significant and necessary." Subjects to be assigned to candidates for master and doctor degrees were selected on recommendations of network research men, independent survey concerns and radio news directors.

Industry men attending the evening session were Arthur Stringer, representing NAB, Council secretary; E. R. Vadeboncoeur, WSYR Syracuse, vice president; Karl Koerper, KMBC Kansas City, and Wilton Cobb, WMAZ Macon. Educators were Kenneth Bartlett, Syracuse U.; Mitchell V. Charnley, U. of Minnesota; Baskett Mosse, Northwestern U., and Dr. Arthur Barnes, U. of Iowa.

FIFTH graduation from Academy of Radio Arts, Toronto, was held April 14. Thirty-five announcers, producers and writers graduated this season, and most were placed with independent radio stations.

Programs

ROUTINE coverage of fire in St. Louis recently turned out to be more than that when KMOX that city sent Reporter Courtney Heineman to cover it. Mr. Heineman reached scene at 11:15 a.m., called in at 11:40 to report that fire was rapidly consuming estimated $25,000 worth of office equipment belonging to his father's firm, Heineman Office Equipment Co. Complete report on damage done, casualties and activities of firemen were aired by KMOX on noon newscast.

Promise Kept

CASUAL wager by Mrs. Betty Pattee, "better-half" of WKNB New Britain, Conn., *Mr. & Mrs.* show, was won by Mrs. Pattee recently. Some months ago she had remarked to audience that birth of Pattee's fifth child would not interrupt their daily 1 p.m. broadcast. Child, a boy, was born Sunday, April 2, and show was aired from Mrs. Pattee's hospital room next day and for remainder of week.

'G-String' Inventor Speaks

RECENT guest on WPTZ (TV) Philadelphia's *Open House* show was Dr. George Goobau, inventor of wire which Signal Corps expects eventually to replace coaxial cable. Called "G-String," gadget has horn attachment which shoots signal along surface of specially insulated wire. Dr. Goobau explained way in which wire works to Roy Neal, m.c. of show, and Joseph Wilson of U. S. Signal Corps.

Record Collector

NOTED Baltimore record collector, Dean Lloyd Garrison, is center of new show on WMAR-FM Baltimore. Aired Monday, 8:30-9 p.m., show features Mr. Garrison spinning old and near-forgotten records. Discs will come from his private collection, largest of its kind in state. First show was built around artists who started in Baltimore. Program is titled *Collector's Corner*.

Network Quiz

FIRST broadcast in new series of shows by National Assn. of Mfrs., titled *High School Students Quiz Industry*, will be aired by WLAW Lawrence, Mass., and heard over ABC at 10:30 p.m. tomorrow (May 2). Eight shows in series will originate from ABC affiliates in different locations . Prominent representatives of industry will be asked questions around central topic, such as "Is Industry Human?" Unrehearsed shows will feature one industry representative and three students.

'Cuyahoga Calling'

ORGANIZED communities are given opportunity to extol their virtues and acquaint others with their advantages on *Cuyahoga Calling*, new show over WERE Cleveland. Programs originate in public building in community concerned and include dramatized or narrated story of community's history, future plans and highlights of its activities. Local music groups, little theatres and leading inhabitants participate. Community song contest, with original songs submitted by local persons, will win prize for community whose song is judged best. Show is aired Saturday, 8-8:30 p.m., with John Saunders, production supervisor, in charge.

Regatta From Blimp

COLLEGE regatta, featuring crews of Penn, Princeton and Columbia, aired by WFIL Philadelphia from blimp. Mobile unit of station was placed about 100 yds. from finish line, furnishing ground contact for blimp and outlet for public address system, over which description from blimp could be heard. Movies taken in blimp were shown by RCA Victor TV newsreel. Tom Moorehead described event.

Conversation Piece

FACTS, interesting stories and slants on little-known events are focal point of *Talk of the Town* show on WBBM Chicago. Show stars Earl Nightingale who reports on behind-the-scenes happenings in his co-star, Chicago. People from all walks of life who have achieved success in unusual business ventures are interviewed on program which is heard 15-minutes thrice-weekly. Editor is Don Brinkley, WBBM writer-producer.

Gardening Hints

SPRING show on WJZ-TV New York features practical hints for home horticulturists, new methods of landscaping and demonstrations of how to make gardens and lawns beautiful and useful. Show is conducted by Phil Alampi, farm and garden editor of WJZ, and titled *The Home Gardener*. Visual demonstrations executed on small garden set will be conducted Friday, 8-8:30 p.m. Special authority on home gardening will appear on show weekly.

KCMO Loves Ladies

THRICE-weekly audience participation show on KCMO Kansas City takes place in Tea Room of Macy's department store there. Women at lunch are asked questions on everything from soup to nuts, and receive mechandising prizes for correct answers. Prize also is offered weekly for best recipe sent in by listener. *Love Those Ladies* is heard Mon., Wed., Fri., 3:30-4 p.m., and is sponsored by Stokely's Foods and local grocers.

Shakedown Cruise

WCOP Boston's recording equipment was taken aboard Navy's latest type schnorkel submarine for shakedown cruise. Fifteen-minute special events feature was aired by Ken Mayer, special events director, and gave listeners actual commands and sounds as boat went through its paces. Tape recorder also caught actual crash dive and ascent of submarine.

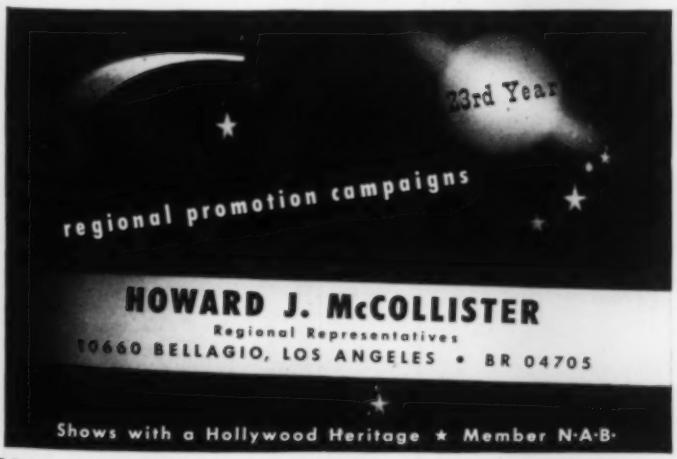
Half-Century Events

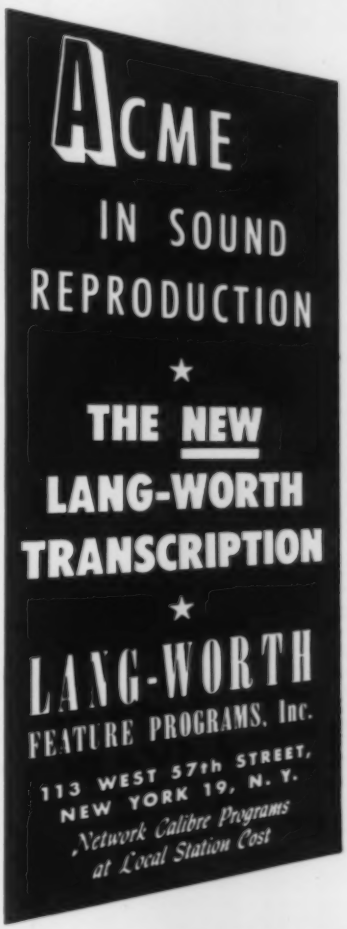
NEW WEEKLY series on CJBC Toronto and Dominion network will feature events in first half of century. Not only major developments will be chronicled on program, but also many little things which have happened and are worth remembering. Direct quotations and actual recordings of famous people will be included in one-hour series. Program is produced by J. Frank Willis, CBC Toronto.

Kids' Show

KPIX (TV) San Francisco launches new amateur talent show designed especially for "little people." Program, entitled *Kids' Capers* features Wally King, disc jockey, his 3-year-old son, Kenton, and radio-night club pianist, Edna Fisher. Amateur talent on show is restricted to 14-year-olds and under and aims especially for acts of type to appeal to very young TV audience. Program is sponsored by Wiseman Appliances, Berkeley.

MANILA Broadcasting Co. is increasing its capital stock from $500,000 to $750,000 in order to buy all outstanding stock of Philippine Broadcasting Corp. Although PBC stockholders will continue to function as one unit, overall management will be handled by MBC. Arrangement calls for transfer of PBC stock to MBC in exchange for shares in MBC capital stock at rate of 4.25 shares for every PBC share.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·



FERGUSON NAMED

Is KXOA KXOB KXOC V.P.

APPOINTMENT of Herb N. Ferguson, general manager of KXOA Sacramento, and KXOB Stockton, both California, as a vice president and director of Sacramento Broadcasters Inc., owner and operator of KXOA and KXOC Chico, has been announced by Lincoln Dellar, president of the three stations. KXOB is owned by Valley Broadcasting Co. of which Mr. Ferguson also has been appointed a vice president and director.

Mr. Ferguson

With headquarters in Sacramento, Mr. Ferguson will serve as general manager of the three stations, dividing his time between them it was announced. Mr. Ferguson entered radio in 1944 with KFRE Fresno. He was named manager of KXOB in 1947 and last year, also was appointed manager of KXOA.

CANADIAN MARCONI Co., Montreal, reported net profit for 1949 of $26,656, compared with loss the previous year of $388,971. Operating profit in 1949 was $354,689. Net working capital improved to $1,648,987 compared with $1,444,918 in 1948. Company manufactures receivers and transmitting equipment and operates CFCF-AM-FM Montreal.

Mr. Eli Cohan
Joseph Advertising Agency
Cincinnati, Ohio
Dear Eli:

Good ole WCHS is makin' real plans ter make LONESOME GAL feel right at home now thet she's gonna be here in Charleston, West Virginny. Yessir, she's gonna make lots uv friends once arr 5000 watts on 580 starts gets goin' with her program, an' thet ain't all! Nosiree, Eli, thet ain't all by a jug full! When these here fellers puts their thinkin' caps on they really comes up with idees fer permotin' a show, an' I noticed they's had 'em on fer th' past few weeks fer LONESOME GAL! An' this is jest one uv th' ways these WCHS boys has uv makin' their advertisers happy. Th' listenin' audience uv WCHS is really tremenjus, an' with ever'body back at work in th' coal fields at higher pay, you fellers kin really look fer results! Yessir, Eli, WCHS really does a job fer its customers any way yuh looks at it! Jest tho't yer'd like ter know!

Yrs.
Algy

WCHS
Charleston, W. Va.

Production

TED HILLS appointed program manager of KXYZ Houston, Tex. He was former owner-manager of KFVI, chief announcer for KPRC, and manager of KTLC, which later consolidated with KXYZ. All are Houston stations. He assisted in organization of KLUF Galveston, returning to join KTRH Houston, where he remained 10 years as production manager and account executive. He also was former general manager of KTHT and KLEE Houston.

VIRGIL ROYER joins WCSI (FM) Columbus, Ind. He formerly was with WWNI Wabash, Ind. He replaces **MIKE MAY**, who joins WXGI Richmond, Va., as announcer. Mr. May succeeds **BILL NEWMAN** at WXGI.

BOB GORDON, formerly with KXRO Aberdeen, Wash., and before that with KXA Seattle, joins continuity department of KSL-TV Salt Lake City. **CLAUDIA VAN VOORHIS** joins continuity department of KSL. She formerly was with Keith-O'Brien department store in Salt Lake City.

GEORGE HELLMAN joins CKY Winnipeg as announcer.

WILLIAM S. DODSON added to announcing staff of WWDC-AM-FM Washington. He formerly was radio director of Williams, Stark & Hinkle Adv., and previously announced for WTIK Durham, N. C., and WFNC Fayetteville, N. C.

ROBERT ADAMS Jr., for past two years associated with television film production, joins KTSL (TV) Hollywood as asistant producer. He will act as special assistant to **Don Hine**, production director, in handling of motion picture programming.

JERRY LEONARD added to continuity staff of WERE Cleveland. He formerly was writer-director of *Children's Theatre* show on WSRS Cleveland. Show also moves to WERE.

MYLES FOLAND Jr., formerly with WSIV Pekin, Ill., joins WMBD Peoria with his disc show.

GROVER J. ALLEN becomes director at ABC-TV Chicago after working as stage manager. **DON RUHMAN** named program assistant.

KAYE SANDERSON and **STAN WILLIAMS**, graduates of Academy of Radio Arts, Toronto, join CJBQ Belleville, as announcers.

EVELYN ELIASON, script writer on ABC's *Carnegie Hall*, joins network as television script editor.

RAY ARLO joins cast of *Al Siegel's Music Shop* show on WOR-TV New York as singer.

EDDIE EDWARDS, for more than 20 years with KMBC Kansas City, joins KWFT Wichita Falls, Tex., as production manager.

ED WILSON, m.c. of *Ed Wilson Shows* on KWK St. Louis, is on three-week tour of Europe, collecting material for his shows.

BOB HOWAR promoted to chief announcer of KOTV (TV) Tulsa, Okla.

FRANK THOMPSON, graduate of 1950 class of Academy of Radio Arts, Toronto, joins CJVI Victoria, as announcer.

MARION SHEPPARD, member of program department at WBBM Chicago, transfers to music library staff. She is in charge of all music clearances.

JEAN W. SLADDEN joins WDTV (TV) Pittsburgh as traffic manager. She formerly was with KGVO Missoula, Mont., as continuity chief. She is succeeded at KGVO by **JOAN HOVDE**.

JOHN KEOWN, former program manager and assistant professor of radio at U. of Tulsa, joins NBC Chicago radio production staff as director.

ROBERT LEHMAN, formerly producer of *Command Performance* for Armed Forces Radio Service, joins KTSL (TV) Hollywood as writer-producer.

JANE ACKER, graduate of Academy of Radio Arts, Toronto, joins CBC Toronto, in production department.

PHYLLIS TOWNER, recent graduate of U. of California, joins KGO-TV San Francisco as assistant head of station's film department.

ART MERCIER, announcer for WBBM Chicago, is author of two articles to be published in forthcoming issues of *The Outdoorsman*.

JOHN MICHAEL HORNBACH, known as John Michaels on WPAY-AM-FM Portsmouth, Ohio, and Virginia Cordes have announced their marriage.

MacGREGOR EADIE, assistant manager of NBC Hollywood continuity acceptance, and **VERONE SCULLY**, formerly with Dan B. Miner Co. advertising agency and prior to that assistant to **SAM HAYES**, newscaster, were married April 14.

GREG GARRISON, ABC-TV Chicago who handles *Super Circus*, is the father of a boy, Michael.

DON and VERA WARD, stars of *Tauber's Parade* on WENR-TV Chicago, are the parents of a girl, Laura Ann.

TEX AND JINX

WNBC WNBT Set 5-Year Pact

A FIVE-YEAR contract signed by Tex and Jinx McCrary with WNBC and WNBT (TV) New York, guarantees the stations exclusive services of the couple for both radio and television. New agreement will take effect in 1951, upon expiration of their current contract.

At the same time the station announced that a new TV series starring Tex and Jinx will make its debut on Aug. 15. The show will be patterned on the couple's radio show (which on May 15 will increase its time from 45 minutes to a full hour, Monday through Friday, 8:30-9:30 a.m.), and will be viewed on WNBT five-times-a-week from 6:30-6:55 p.m.

UN AGENCIES

U. S. Participation Mulled

REPRESENTATIVES of the FCC, State Dept. and other government departments took part April 20 in a discussion of continued U. S. participation on various economic and social agencies of the United Nations and certain inter-American bodies.

Speakers included Ambassador Ernest A. Gross and Under Secretary of State James E. Webb. Among those attending were Comrs. Paul Walker and E. M. Webster; Francis Colt de Wolf, U. S. representative on the administrative council of International Telecommunications Union; George D. Stoddard, chairman of U. S. National Commission for UNESCO, and George P. Baker, U. S. representative on the UN Transport and Communications Commission. FCC Chairman Wayne Coy also was invited but was unable to attend.

WADC ANNIVERSARY

Silver Promotion Tied In

TIE-IN involving promotion of silverware in connection with the silver anniversary of WADC Akron, Ohio, last month [BROADCASTING, April 10], has been reported as highly successful by Allen T. Simmons, owner and operator of the 5 kw CBS affiliate.

For two weeks prior to the anniversary date, WADC ran a two-fold campaign in which the silver theme was carried in teaser announcements which preceded the main announcements by four days. One phase of the promotion was WADC's offer to give 52-piece sets of Oneida Community Silverware to every person born in the Akron area on April 8, 1925, the day the station first went on the air.

In the campaign's other phase, WADC announced that every child born in Akron on April 8, 1950, the station's anniversary date, would be presented with a six-piece "step-up" set of 1847 Rogers Brothers Silverware. Over 30 "step-up" sets were given away, it was reported.

SPECIAL interviews and programs were carried by KDKA Pittsburgh from 14th annual West Virginia Farm Electrical Conferences.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

- MORNING
- AFTERNOON
- EVENING

Your best buy in Hartford! Send for new Market Study, now going to press! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

PROGRAM RIGHTS

Warner Reviews Problems

THE OWNERS of radio and television programs will have to rely upon statutory rather than common law copyright to protect their interests in these properties if an outstanding court decision is permitted to stand.

This is the warning of Harry P. Warner, of the Washington law firm of Segal, Smith & Hennessey, in an article in the *Vanderbilt Law Review*. The article, "Protection of the Content of Radio and Television Programs," will be a chapter in the second volume of his book, *Radio and Television Law*.

The case which would upset present radio and television copyright practices is the suit of Actor Mel Blanc alleging rights to the musical laugh — "ha-ha-ha-ha-ha" — which he claims to have originated and which became known to the public via the "Woody Woodpecker" cartoons.

In granting a defense motion for dismissal of Mr. Blanc's suit, according to the article, a California court held that use of the musical laugh in motion pictures amounted to "general publication." If use in movies is "publication," Mr. Warner contends, then use on radio or television is also "publication." The Blanc case is now on appeal to the California Court of Appeals.

Common-Law Copyright

Mr. Warner explains that common-law copyright gives adequate protection of the originator's rights in every "new and original product of mental labor embodied in writing or some other visible form which remains unpublished."

Traditionally, he continues, courts have held that broadcasts, movies, and stage productions do not amount to "publication," which is the point where common-law copyright ceases to operate and statutory copyright becomes necessary for continued protection of the author's interests.

Mr. Warner feels the court "reached the correct conclusion" in dismissing the Blanc suit, "but not for the reasons" given in the court opinion. He suggests that if the issues were tried on the merits, "the court might conclude that the musical laugh was not a protectible property interest."

With respect to the general question of common-law copyright in television, the article asserts:

. . . It is believed that the courts would have no difficulty in finding common-law copyright in any television program. Any television program, including a news, sport, or dramatic show, is an "original, unpublished, intellectual production." It requires the use of technical and artistic skills—viz., lighting effects, camera angles, integration and synthesis of sight and sound, to produce a finished television production. It is submitted that there is as much property right in the finished television picture as in a photograph or painting, and the evanescent character of a telecast does not destroy its common-law copyright. . . .

. . . Although the evanescent character of a telecast precludes the assertion or recognition of statutory copyright in a telecast per se, the unauthorized exhibition of a copyrighted work may be forbidden and its lawful use protected. Thus the Copyright Office permits the registration of dramatic scripts designed for radio or television broadcasts and of motion picture photoplays and motion pictures other than photoplays intended for transmission by television. . . .

. . . Based on custom and usage, a radio performance or telecast is a limited publication since the former is dedicated to the public in their homes. This is evidenced by the restrictive announcements preceding telecasts (reserving rights in the programs). Under the foregoing circumstances a radio or television broadcast constitutes a limited publication . . . and the proprietor of the program may enjoin any person who enterferes with or seeks to appropriate his intellectual effort without his authority. . . .

. . . If the "publication" holding of the Mel Blanc case is affirmed by the appellate court, we will have witnessed the initial stage of the demise of common-law copyright. The latter will no longer be invoked to protect the content of radio and television programs and of motion picture film. Radio and television stations and networks and motion picture producers will seek the benefits of the Copyright Code or rely on an expanded concept of unfair competition to prevent the misappropriation of their intellectual efforts.

A WARM welcome, presentation of the keys to the city and a luncheon in his honor helped make last month's visit by ABC Sports Director Harry Wismer to Spartanburg, S. C., a memorable one. L to r: Mayor Thomas W. Whiteside, who welcomed Mr. Wismer and extended him the keys of the city; Walter J. Brown, president of WORD and WDXY (FM) Spartanburg, who gave the luncheon; Mr. Wismer, and Federal Judge C. C. Wyche. Luncheon attendants included Amoco dealers in the Spartanburg area. WORD and WDXY (FM) carry the Washington Redskin football games, which Mr. Wismer broadcasts.

USSR PROPAGANDA

WAVE Picks Up Broadcasts

CLAIMING an exclusive scoop, WAVE Louisville has reported interception of Soviet Russia's use of the 40-meter band for propaganda purposes in violation of the International Radio Treaty.

WAVE officials said the broadcasts, beamed at the United States and outlying countries by Radio Moscow, were picked up April 14. Amateur Operator Dr. Milton Schwalbe, of Louisville's Nichols Hospital, and WAVE Engineers Dick Bush and Frank Burger picked up the Soviet signal on 7245 kc. Under the direction of Jim Caldwell, WAVE news director, the broadcast was immediately recorded.

News of the WAVE recording was relayed to NBC and arrangements were made for a rebroadcast of the recording on Morgan Beatty's *News of the World* broadcast the same day. WAVE reported it was the first time Radio Moscow was picked up on the 40-meter band which, according to the International Radio Treaty, is to be used only for dot-and-dash messages, not for voice or propaganda purposes.

ARRANGEMENTS completed between WXGI Richmond, Va., and Eastern Baseball Network for station to broadcast all of games played by New York Giants at home and away.

PLAY-by-play or re-creations of all daytime Washington Senators games will be fed to network consisting of WSID Baltimore, WCUM Cumberland, WARK Hagerstown, Md., WRVA Richmond, Va., and WHVR Hanover, Pa., by WWDC Washington.

Everybody comes to the
WLS NATIONAL BARN DANCE
(See front cover)
WLS the Prairie Farmer station
Chicago 7, Illinois
Clear channel—50,000 watts—890 kc—ABC network
Represented nationally by John Blair & Company

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 31 OF THIS ISSUE

CANADA TRAVEL

Bureau Mulls '50 Radio Plans

CANADIAN GOVERNMENT'S Travel Bureau, Ottawa, has not yet finalized its radio plans for this year, D. Leo Dolan, director, has told BROADCASTING.

Discussions are still going on by the department and U. S. station representatives as to how much radio the Canadian Travel Bureau is to use this year.

Unofficial reports state as much as $200,000 is to be spent in 1950 on U. S. radio following representations made by Maurice Mitchell, director of BAB, and representatives of the Canadian Assn. of Broadcasters, but neither the agency, Cockfield, Brown & Co. Ltd., Montreal, nor Mr. Dolan have finalized plans for the campaign.

FM RADIO QUIZ

Students Survey Seattle

RADIO students at the U. of Washington are making a house-to-house survey to determine the status of FM listening in northeast Seattle. Conducted by Radio-TV Guild, made up of students majoring in radio and related subjects, the sampling will cross-section 750 persons as determined by the Washington Public Opinion Lab.

Second objective of the survey will be to sound out the pattern of listening to programs transcribed at the university and then aired on commercial stations in Seattle and elsewhere in the state, the university explains.

Homeowners will be asked whether they listen to any of 21 specified AM programs and 12 which may be heard only on FM. These include university, network and local shows. Bulk of questioning centers on degree of FM listening, noticeable differences in FM as compared to AM, and whether future set buyers contemplate inclusion of FM.

CERTIFICATE of Award of Merit awarded Southern California Broadcasters Assn. by Community Chest of Los Angeles.

Promotion

PAGE with plastic pick attached sent to trade by KTSM El Paso, Tex. Written next to pick are words, "There's pay dirt in the Rio Grande . . . when you use KTSM." Text continues, "All you have to do is dig for it . . . and you'll come up with real sales nuggets."

Service Promotion

SINGLE-SHEET promotion from WGAY Silver Spring, Md., features reprint of story from *Montgomery County Sentinel* telling of station's aid to rare-blood type patients in hospital. Beside reprint is letter from Montgomery County General Hospital Inc. thanking station for its help to hospital's patients. Written across bottom of reprints is, "Glad to be of service . . . WGAY."

Graphic Illustration

FOLDER titled "A close shave wins by a big margin . . . on the right Baltimore station," sent to trade by WFBR Baltimore, Md. Folder recounts story of Mennen shaving aid's use of WFBR for three and one-half years, with recent check on station's results being entirely favorable. Letter from advertising manager of Mennen is reprinted in green and white, colors of Mennen packages. Accompanying folder is box containing sample bottles, tubes and blades of sponsor's products.

Facts From WFAS

SINGLE sheet, printed in green and white, tells story of *Mrs. Westchester* show to trade. Next to picture of housewife hugging WFAS White Plains, N. Y., microphone, is text which says: "More Mrs. Westchesters listen to WFAS from noon to 6 o'clock every day than to any other station." Facts are based on Conlan survey. Text concludes, "Call a WFAS account man to explain how this persuasive housewives' friend can build business for you in '50."

Brochure Announcement

DRAWING of man carrying filing cabinet up stairs is cover on buff-colored folder sent to trade by Bing & Haas Adv., Cleveland. Folder announces move of firm to fifth floor of Frederick Bldg. Pictures of new space and personnel are feature of booklet which urges prospective advertisers to use facilities of B & H. Enclosed is reprint of story in local paper concerning move.

Twenty-Two on One

MIMEOGRAPHED sheets from WOAI San Antonio, Tex., ask, "What ONE station airs the first-ranking 22 daytime shows in San Antonio?" Answer, given on second sheet, is, of course, WOAI. Line up of shows, plus figures for homes using sets, and Hooperating, are set forth.

Doughnut Tie-In

NATIONAL doughnut week was used by Jos. M. Zamoiski Co., Baltimore, distributor for Columbia records, to promote Burl Ives reecording, "The Doughnut Song.' Each of city's leading disc jockeys was sent dozens of doughnuts daily, supplied by Bond Bakers. Large display cards, made in shape of doughnut with picture of Mr. Ives looking through center, also were used.

KTLA Study

"A STUDY OF Television and Radio Advertising Costs in Los Angeles" is title of folder sent to trade by KTLA (TV) Los Angeles. Folder is made up of charts giving average share of TV or radio audience, sets tuned in, audience, and time charges by station in area. Final totals show low rate of KTLA as compared with network radio stations, and combined TV stations in city. Figures are based on Hooper reports and BMB data.

Personnel

MILLARD B. SOUERS appointed promotion manager of WHBC Canton, Ohio. He replaces **JULIUS GLASS**, who is now associated with WGAR Cleveland. Mr. Souers was former fulltime instructor of speech and radio at Kent State U., Canton.

HERBERT G. CARHART Jr. joins WBCC Bethesda-Chevy Chase, Md., as sales promotion manager. He formerly was with B. H. Lawson Assoc., New York public relations firm.

LLOYD SHERMAN II appointed promotion manager of WPBC Minneapolis-St. Paul. **JOE KANE** appointed St. Paul promotion manager of WPBC.

LOIS MINNIG, formerly secretary to **CLARK GEORGE**, Columbia Pacific Network sales manager in San Francisco, transfers to press information at KCBS same city. **RUTH FUNK** replaces Miss Minnig.

Mrs. SHIRLEY SMITH, promotion writer for KCBS San Francisco, resigns from station.

WALLY HUTCHINSON, assistant promotion manager of KGO-AM-TV San Francisco, is the father of a boy, Scott Michael.

CERTIFICATE of Merit from National Guard received by WMAL Washington in recognition of patriotic service in broadcasting of new National Guard show.

RADIO WRITING

Book Traces Development

RADIO AND TELEVISION WRITING. By Max Wylie. New York: Rinehart & Co. Inc. 635 pp. $5.

SINCE the first edition of this book published in 1939, radio has continued as "still the greatest entertainment force on the face of our mixed-up planet," and television has not reduced its "selling power or popularity," Author Max Wylie asserts in the preface of his revised and enlarged work. Industry experts contributed to the book.

Mr. Wylie's new book covers basic principles of radio writing (in the classroom and for networks); problems of adaptation (the novel and short story); radio journalism (news writing); comedy (with chapters on construction and techniques); the daytime serial (an analysis of programs and plots); mystery and murder (specific examples); radio for adults; and television (which embraces story adaptation for TV and actual mechanics and technical problems). The book is well documented with concrete examples and illustrations, as well as editorial comment by columnists.

GUIDE-POST POLL

Pittsburgh Listening Studies

HALF of Pittsburgh's families regularly listen to the radio after 11 p. m. more than half the evenings of the week; another 39% of the families listen occasionally (less than half the evenings), while the remaining 11% never listen to the radio after 11 p. m. These findings were announced by Guide-Post Research after a survey of 1,500 homes in the Pittsburgh district.

Listening habits vary with income, Guide-Post reported, with 54% of the families earning under $3,500 a year listening regularly after 11 p. m., and 46% of the families earning over $3,500 listening regularly. Late evening listening is almost identical inside and outside the metropolitan (dial telephone call) area, the survey points out.

A similar study of early morning listening found 41% of the homes with radios turned on before 8 a. m. more than half the weekday mornings, Guide-Post reported. Another 31% listen fewer than half the mornings of the week and 28% never listen before 8 a. m., it was stated. According to Charles F. Ackenheil, survey director, these figures represent the "total" homes listening which should not be confused with other ratings which measure the "average" number of homes listening.

We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.

WICH
FULL TIME
1400 KC • 250 W
NORWICH

JOHN DEME
PRES. & GEN. MGR.

EASTERN CONNECTICUT BROADCASTING COMPANY

NOEL BREAULT
SALES MGR.

*You'd be surprised at our coverage in New London.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

RADIO EDUCATORS

Columbus Meet May 4-7

WHEN the pioneer conference of educators and broadcasters convenes in Columbus, Ohio, May 4 in connection with the 20th Ohio State U. Institute for Education by Radio [BROADCASTING, Feb. 27], participants will include the FCC, leading representatives of commercial broadcasting and the U. S. Office of Education. Theme of the opening general meeting will be "Do We Need a New National Policy for Radio and Television?"

FCC Comr. Frieda B. Hennock is scheduled to appear on the opening symposium.

Topics of the remaining three sessions, as previously announced by I. Keith Tyler, institute director, will be: "International Affairs: A Challenge to Broadcasters," "Are We Losing Our Constitutional Freedoms?" and "Educational Administrators Look at Radio and Television."

Tentative plans call for reports covering a round-the-world tour from Japan and the "cold war" at an international session set for Friday morning, May 5. The three general sessions will be followed by a discussion of what broadcasters can do in international affairs by a panel of personalities in radio and education. These will include Morris Novik, radio consultant, of New York; Mark Haas, educational director of WJR Detroit; Saul Carson, radio editor of the *New Republic* and co-producer of the documentary record album about the United Nations.

Ohio State Telecast

The Friday evening general session will be based on the first actual telecast to originate from Ohio State. The DuMont network's *Court of Current Issues* will be telecast over a local station.

Preceding the broadcast, Irvin Paul Sulds, originator and producer of the program, will discuss problems and techniques involved in this type of TV show. Discussion of both technique and content of the program will follow the telecast.

The Saturday night, May 6, session, when educational administrators take a "verbal" look at radio and TV, will be presided over by Dr. Howard L. Bevis, president of Ohio State U. Dr. Bevis is chairman of the radio committee of the National Assn. of State Universities and the Assn. of Land Grant Colleges and Universities. Speakers at the session will include: Dr. Herman Wells, president of Indiana U.; Dr. Charles E. Friley, president of Iowa State College, and Miss Ira Jarrell, Atlanta, Ga., superintendent of schools.

Closing event of the four-day session will be the institute dinner on Sunday, May 7, at 2:15 p.m., with H. V. Kaltenborn, noted radio commentator, delivering the major address.

'Firsts' Scheduled

Several "firsts" are on the institute's agenda. One is a special-interest group meeting featuring a progress report on educational television chaired by Willett Kempton of American U., Washington.

Participants will be Richard B. Hull, radio-TV director, Iowa State College; Sydney W. Head, chairman of the U. of Miami's radio and TV department; Martha Gable, Philadelphia public schools, and Leon Levine, CBS director of discussion broadcasts.

Resource personnel will include: Paul A. Walker, vice chairman of the FCC; Sterling Fisher, NBC manager of public affairs and education; David E. Weglein, WBAL Baltimore, public service counselor; Hale Aarnes, chairman of radio education department, Stephens College, and Kenneth Bartlett, director of the Syracuse U. radio and television center.

The first IER group meeting to be given over exclusively to TV training in colleges and universities will be under the chairmanship of William Sener of the U. of Southern California. Another is the first group session to be devoted entirely to TV writing and production, in charge of Caroline Burke, TV supervisor of NBC's public affairs and education department.

The effect of video on youngsters will be explained by three Columbus school children from elementary and junior and senior high school classes on the TV panel, to be conducted by Dr. Leland B. Jacobs of Ohio State. He will introduce panelists representing commercial broadcasters listening councils, high school administrators and parents. Speakers will include Beulah Zachary, producer of *Kukla, Fran & Ollie* on NBC-TV, Betty Ross, assistant director of public affairs and education at NBC Chicago; Mrs. Clara S. Logan, president, Southern California Assn. for Better Radio and Television; Phillip Lewis, assistant principal, South Shore High School, Chicago, and Thomas Rishworth, Radio Chairman, National Parent Teachers Assn. and director of broadcasting, U. of Texas.

'TELL TO SELL'

Clair Outlines Techniques for WHYU Salesmen

BOOKLET designed to "sell" salesmen at WHYU Newport News, Va., titled "How You Can Sell Radio Time," has been compiled by Frederic Clair, WHYU station manager.

Using as its theme the slogan, "Each Salesman Is His Own Paymaster," the 15-page mimeographed guide begins with basic material such as "What is a Radio Station?", "Why Sell Radio Time?" etc. Manual then delves into the nature of prospects, method of presentation and the sales process.

Included is a prepared, "proven sales talk" based on the theory that the "only solution to sales—granted good price and a needed product—is frequency and multiplicity of contact" with the merchant. Helping the client "*tell* to *sell*" can result in a "better job, dollar for dollar, than that by any other medium," Mr. Clair stresses.

"Sales-making," according to Mr. Clair, "is just like splitting a log. You don't stick a wedge in a log and try to drive it all the way down. You place a half-dozen wedges and then tap each in turn, lightly and firmly. . . ."

Outlines Answers

Taking five basic negative answers, Mr. Clair provides his salesmen with one positive answer to each:

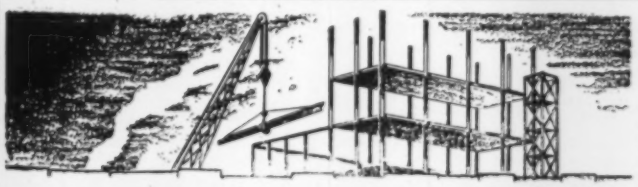
1. "Don't want it now. Come back and see me later." A.—. . . Even in the worst depression everyone buys *some* merchandise. Someone has to sell it. It can be you. Radio leaves a lingering impression, and the first impression is the strongest. . . . You should start now . . . to get the first punch in on your competition, then increase your advertising later. . . .

2. "Not interested." A.—You have to . . . buy right merchandise, price it right, and tell 'em about it. You are not in business to keep it a secret . . . (Radio) is one of the best ways to *tell* to *sell*.

3. "Can't *afford* it." A.—You can't afford not to. As times get worse the smart merchant is better off to keep less stock and move it. . . . The more you need business the more you must advertise. . . . Every dollar in radio can move $10 in stock, and I know you don't want to operate a warehouse. . . .

4. "No results." A.—Can you afford a poll. Those who *can* buy radio five to one . . . (Radio) has a strong emotional appeal that lingers. . . . I'll bet that nearly 10 years after, you still remember that "Lucky Strike Green Has Gone to War." That's what radio does.

5. "Newspaper is better." A.—Of course *you* read your ads. You can clip and save a newspaper ad, but you're really spending an awful lot of money for a scrapbook. . . . If a newspaper has 20,000 subscribers . . . how can you prove they *read* it? You can't get inside their heads and test "attention." We believe we can get 20 *listenings* for every "read" they can get. Newspapers have been telling people for 100 years that they get results, until the merchants believe it. In less than a lifetime radio has *proved* that it gets dollar volumes.



Sell Ohio's Third Largest Market

with

50,000 watts FM 105.1 FM

WFMJ

5,000 watts AM 1390 AM

Youngstown, Ohio

Headley-Reed Co., national representatives

Available!

Play-by-Play MAJOR LEAGUE BASEBALL

KFRM has just signed with Liberty Broadcasting System for play-by-play Major League baseball. Participating announcements now available!

Here's a "red-hot" natural that will "hypo" your sales in an area with more than a million potential listeners.

For full details, wire The KMBC-KFRM Team, Kansas City, Mo., or phone any Free & Peters "Colonel."

KFRM for Rural Kansas

Programmed by KMBC From Kansas City

ACTIONS OF THE FCC

APRIL 18 to APRIL 26

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

April 19 Applications . . .

ACCEPTED FOR FILING

License for CP

WQAN Scranton, Pa.—License for CP to increase power, change hours operation etc.

Modification of CP

Mod. CP new FM station for extension of completion date: KFAC-FM Los Angeles; WLOK-FM Lima, Ohio.

TENDERED FOR FILING

AM—1330 kc

KVOL Lafayette, La.—Mod. CP AM station to change from 1330 kc 1 kw unl. DA-N to 1330 kc 5 kw-D 1 kw-N DA.

April 20 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Mod. CP new FM station for extension of completion date: KRPO San Jose; WJBK-FM Detroit.

TENDERED FOR FILING

STA—1550 kc

KENT Shreveport, La.—Request for STA to operate on 1550 kc 1 kw DA-N until XENT-XEML Nuevo Laredo situation is cleared up.

APPLICATION DISMISSED

Winston O. Ward, Waco, Tex.—DISMISSED April 11 application for new AM station on 1010 kc, 1 kw.

April 21 Decisions . . .

BY COMMISSION EN BANC

License Renewal

WCLE Clearwater, Fla.—Granted renewal of license for regular period.

KNOG Nogales, Ariz.—Granted renewal of license for period ending Feb. 1, 1953.

WCVI Connellsville, Pa.—Granted renewal of license for period ending Feb. 1, 1953.

License Extension

Following stations granted extension of licenses on temporary basis for period ending Sept. 1: WMRO Aurora, Ill.; WAAT Newark, N. J.; WDAY Fargo, N. D.; WFMD Frederick, Md.; WGL Fort Wayne, Ind.; WGOV Valdosta, Ga.; WPAT Paterson, N. J.; WSBT South Bend, Ind.; WSPA Spartanburg, S. C.; WJAR & aux. Providence, R. I.; KAKC Tulsa; KELP El Paso; KROW Okland, Calif.; KVOB Alexandria, La.; WCEN Mt Pleasant, Mich.; WCNX Middletown, Conn.; KXOC Chico, Calif.; WHAK Rogers City, Mich.; WPRP & aux. Ponce, P. R.; WCOC Meridian, Miss.; WORA Mayaguez, P. R.; WPEN Philadelphia; WBCK Battle Creek, Mich.; KRAM Las Vegas, Nev.; KOLO Reno, Nev.; WARC Rochester, N. Y.

Renewals Granted

Following stations were granted renewal of licenses for period ending May 1, 1953: KDSH Boise, Idaho; KFSG Los Angeles; KFXJ Grand Junction, Col.; KGHI Little Rock; KJR & aux. Seattle; KRKD Los Angeles; KRRV Sherman, Tex.; KSAL Salina, Kan.; KSDN Aberdeen, S. D.; KSEI Pocatello, Idaho; KTMS Santa Barbara; KVAN Portland, Ore.; KXLY Spokane; WARE Ware, Mass.; WBAA W. Lafayette, Ind.; WBBB Burlington, N. C.; WCAE & aux. Pittsburgh.; WCMB Lemoyne, Pa.; WCOP & aux. Boston; WCSH & aux. Portland, Me.; WDAE & aux. Tampa, Fla.; WDBJ & aux. Roanoke; WEAV Plattsburg; WEOL Elyria, Ohio; WFDF & aux. Flint, Mich.; WFLA Tampa; WIBX & aux. Utica; WJBO Baton Rouge, La.; WJMX Florence, S. C.; WJRD Tuscaloosa, Ala.; WONE Dayton, Ohio; WRCS Ahoskie N. C.; WTCH Shawano, Wis.; WTRY & aux. Troy, N. Y.; KALL Salt Lake City; KCKY Coolidge, Ariz.; KECK Odessa, Tex.; KGKL San Angelo, Tex.; KHBC Hilo, T. H.; KOVO Provo, Utah; KPAC & aux. Port Arthur, Tex.; KRIO McAllen, Tex.; WAVE Louisville; WBOC Salisbury, Md.; WBRC Birmingham, Ala.; WGBI & aux. Scranton; WJHL Johnson City, Tenn.; WKCT Bowling Green, Ky.; WRFC Athens, Ga.; WRRF Washington, N. C.; WSNW Seneca, S. C.; WEBR Buffalo; KXL Oakland, Calif.; KWSC Pullman, Wash.; WHA Madison, Wis.; KUSD Vermillion, S. D.; WLBL Stevens Point, Wis.; WJAX & aux. Jacksonville, Fla.; KAAA Red Wing, Minn.; KFEL Denver; KFRD Rosenberg, Tex.; KFSA Ft. Smith, Ark.; KFVS Cape Girardeau, Mo.; KIMP Mt. Pleasant, Tex.; KITE San Antonio; KLER Rochester, Minn.; KMBC & aux. Kansas City, Mo.; KNEB Scottsbluff, Neb.; KOIN Portland, Ore.; KPOF Denver; KPRC Houston; KROF Abbeville, La.; KTKN Ketchikan, Alaska; KTLW Texas City, Tex.; KWAD Wadena, Minn.; KWAT Watertown, S. D.; KWBC Fort Worth; KXJK Forrest City, Ark.; WAAF Chicago; WABI Bangor, Me.; WAPO & aux. Chattanooga; WBEN & aux. Buffalo; WBRM Marion, N. C.; WCNR Bloomsburg, Pa.; WELI & aux. New Haven; WGGH Marion, Ill.; WICA Ashtabula, Ohio; WKLF Clanton, Ala.; WKNA Charleston, W. Va.; WKRT Cortland, N. Y.; WKY & aux. Oklahoma City; WLOF Orlando, Fla.; WMTR Morristown, N. J.; WNOW York, Pa.; WPBC Minneapolis; WPFB Middletown, Ohio; WREN Topeka; WRNL & aux. Richmond, Va.; WRUN Utica; WSAZ Huntington, W. Va.; WSBA York, Pa.; WSIX Nashville; WSLI Jackson, Miss.; WSUI Iowa City; WTAD Quincy, Ill.; WTAW College Station, Tex.; WTCO Campbellsville, Ky.; WTMA & aux. Charleston, S. C.; WTTM Trenton; WTYC Rock Hill, S. C.; WWNH Rochester, N. H.; WWST Wooster, Ohio; WWWR Russellville, Ala.; WWYO Pineville, W. Va.

Application Dismissed

KSTV Stephenville, Tex.—On request, dismissed application for consent to assignment of license from Doyle E. Collup to Stephenville Bcstg. Corp.

Hearing Designated

No. Ala. Bcstg. Co., Guntersville, Ala, and Attalla Bcstg. Co., Attalla, Ala.—Designated for consolidated hearing application of North Ala. Bcstg. Co. for new station on 940 kc 250 w d with that of Attalla Bcstg. Co. for new station on 930 kc 1 kw D only; hearing to be held in Washington on Aug. 7. Further ordered that, if as result of consolidated proceeding, it appears that, were it not for issues pending in hearings regarding Clear Channels, and in hearing regarding Daytime Skywave Transmissions and Commission's policy pertaining thereto as announced in Public Notices of Aug. 9, 1946 and May 9, 1947, public interest would be best served by grant of application of North Ala. Bcstg. Co., then said application shall be returned to pending file until after conclusion of said hearings regarding Clear Channels and Daytime Skywave Transmissions at which time it will be considered in connection with any other pending applications with which it may then be in conflict.

Midwest Bcstg. Corp., Montevideo, Minn.—Designated for hearing in Washington on Aug. 2, application for new station on 1450 kc 250 w unl.; and granted petition of KFAM, St. Cloud, Minn., to make it party to proceeding.

WRFC Athens, Ga.—Designated for hearing in Washington on Aug. 9, application to change facilities of WRFC by increasing hours from D only to unl., using 500 w, DA-N; and upon petition of KMA Shenandoah, Iowa, made it and WDBJ Roanoke, Va., parties to proceeding.

CP Granted

WTVB Coldwater, Mich.—Granted CP to change from DA to non-directional ant. employing east tower for non-DA operation and make changes in ground system.

Hearing Designated

WGRD Grand Rapids, Mich.—Designated for hearing on Aug. 4 in Washington, application to change hours from D to unl., change power from 1 kw day to 5 kw day and night and install DA-N; made WELL Battle Creek, Mich., and WRMN Elgin, Ill., parties to proceeding.

Mod. License Granted

KFAC Los Angeles;—Granted mod. license to change from employing DA-DN to non-DA-D and DA-N, provided applicant agrees to satisfy legitimate complaints of blanket interference occuring within 250 mv/m contour.

Application Granted

Zenith Radio Corp., Chicago—Granted in part application for new trans. for experimental TV station KS2XBS, with effective radiated power of 1 kw vis and 500 w aur. and change in location of trans. to 135 South La Salle Street, Chicago, to be used in conducting Phonevision tests.

April 24 Decisions . . .

BY COMMISSION EN BANC

Mod. License Granted

WABB Mobile, Ala.—Granted mod. license to change from DA-DN to DA-N only.

Hearing Designated

KPET Lamesa, Tex.—Designated for hearing application to change hours of operation from D only to unl.; hearing to be held in Washington on Aug. 11.

Application Granted

WBBR Staten Island, N. Y.—Granted application to specify main studio location of WBBR as 124 Columbia Heights, Brooklyn, N. Y., and to use Staten Island as aux. studio.

Hearing Designated

Scranton Radio Corp. and David M. Baltimore, Scranton, Pa.—Designated for consolidated hearing in Washington Aug. 14, application of Scranton Radio Corp. with that of David M. Baltimore each requesting new station on 1400 kc 250 w, unl. time, (contingent on WARM relinquishing 1400 kc); made WEST Easton, Pa. party to proceeding.

KSD St. Louis, Mo.—Designated for hearing on Aug. 16 in Washington, application to allow use of KSD's old main trans. for aux. purposes with 1 kw D, 1 kw N and made WKRC Cincinnati party to proceeding.

KTMS Santa Barbara, Calif.—Designated for hearing on Aug. 18 in Washington, application for CP to change trans. site and ant. system.

KGDE Fergus Falls, Minn.—Designated for hearing on Aug. 21 in Washington, application to change frequency from 1230 to 1250 kc, increase power from 250 w to 1 kw and use DA-N.

Extension Granted

KGFN Grass Valley, Calif.—Granted final extension of authority to remain silent to April 30 for financial reorganization.

Extension Denied

KWBB Wichita, Kan.—Denied application for extension of completion date (for mod CP to operate on 1410 kc 1 kw unl. DA), to Oct. 10, advised applicant that, if hearing is desired, request therefor should be made within 20 days.

Extension Granted

WOKO Albany, N. Y.—Granted extension of SSA on 1460 kc 1 kw to local sunset, 500 w-N, to Oct. 10; also granted application for extension of SSA to use Western Electric type 106-B trans. for aux. purposes with power of 500 w, until Oct. 24.

April 24 Applications . . .

ACCEPTED FOR FILING

AM—680 kc

WINR Binghamton, N. Y.—CP AM station to change from 1490 kc 250 w unl. to 680 kc 1 kw-D 500 w-N DA-DN.

AM—860 kc

WOAY Oak Hill, W. Va.—CP AM station to change from 860 kc 1 kw unl. to 860 kc 10 kw unl. AMENDED to request 5 kw unl.

License for CP

WGSV Guntersville, Ala.—License for CP new AM station.

WHVR Hanover, Pa.—License for CP AM station to change hours of operation install DA-N.

License Renewal

WWSW Pittsburgh, Pa.—Request for license renewal AM station.

Modification of License

WHOM Jersey City, N. J.—Mod. license AM station to change main studio location from Jersey Journal Bldg., Journal Sq., Jersey City to 136 W. 52d St., New York.

Modification of CP

WNOE New Orleans—Mod. CP AM station to change frequency, power etc. for extension of completion date.

WBNL Boonville, Ind.—Mod. CP AM station to show studio, trans. and ant. locations as Indiana Highway #61.

Mod. CP new FM station for extension of completion date; KPFA Berk-

(Continued on page 78)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CLARENCE R. JACOBS
Studio Consultants
Planning - Design - Acoustics
Box 69 - Princeton, Illinois - Tel. No. 4200

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

WAYS Charlotte, N. C. USES Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders
Write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.

PT6-JA
A new easily portable, high fidelity magnetic tape recorder and amplifier priced unbelievably low- $499.50

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

A 43-year background
—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Laboratories Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

ANDREW
CORPORATION
SPECIALISTS IN
Allocation • Design • Installation
363 E. 75th St., Chicago 19, Ill.
PHONE: TRiangle 4-4400

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
1728 Wood St. 4730 W. Ruffner
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
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FCC Actions

(Continued from page 76)

eley, Calif.; WRCM New Orleans.

TENDERED FOR FILING

KLIX Twin Falls, Ida.—Mod. CP AM station to change from 1310 kc 1 kw unl. DA-2 to 1310 kc 5 kw-D 1 kw-N DA-2.

AM APPLICATION RETURNED

WHBT Harriman, Tenn.—RETURNED April 19 application for acquisition of control of licensee corporation thru sale of 32 sh. common stock from J. B. Brewer, Bennie Hamilton, J. M. Hickman, Neil Shields and L. A. Shivers to F. L. Crowder.

TV APPLICATION RETURNED

Durham Radio Corp., Durham, N. C.—RETURNED April 24 application to request change in frequency from Ch. 4 (66-72 mc) to Ch. 5 (76-82 mc). Returned non-compliance with frequency assignment for area.

April 25 Decisions . . .

BY THE SECRETARY

WCUO Cleveland, Ohio—Granted license for new FM station; Chan. 277 (103.3 mc) 14 kw, 575 ft.

WJAC-FM Johnstown, Pa.—Granted license change in existing FM station (95.5 mcs); 8.3 kw, 1,070 ft.

KSUM Fairmont, Minn.—Granted license new AM station, and specify studio location; 1370 kc, 1 kw, unl. DA-2.

WHNC-FM Henderson, N. C. — Granted license for new FM station (92.5 mcs); 9 kw; 260 ft.

Lewistown Bcstg. Co., Lewistown, Pa.—Granted CP new remote pickup KA-6414.

Lewistown Bcstg. Co., Lewistown, Pa.—Granted CP for new remote pickup KGB-233.

KOB-TV Albuquerque, N. M. — Granted mod. CP for extension of completion date to 11-1-50.

WKNA-FM Charleston, W. Va. — Same to 11-10-50.

A. H. Belo Corp., Area Dallas, Tex.—Granted license for new experimental TV Relay KA-3991.

WJLK Asbury Park, N. J.—Granted license aux. trans. Chan. 232 (94.3 mc, 1 kw, 250 ft.

WJFR Caguas, P. R.—Granted mod. CP for extension of completion date to 10-18-50.

WFMR New Bedford, Mass.—Granted license change in existing FM station; Chan. 251 (98.1 mc), 20 kw, 330 ft.

WBUY-FM Lexington, N. C. — Granted license new FM station; Ch. 232 (94.3 mc), 300 w, 210 ft.

KISW Seattle, Wash.—Granted license new FM station; Ch. 260 (99.9 mc), 2.1 kw, 350 ft.

WJW-FM Cleveland, Ohio—Granted license new FM station (104.1 mcs); 19 kw, 510 ft.

WNAV-FM Annapolis, Md.—Granted license new FM station; Ch. 256 (99.1 mc), 16.6 kw; 370 ft.

Mitchell Bcstg. Assn., Mitchell, S. D.—Granted license new remote pickup KA-3600.

Hagerstown Bcstg. Co., Hagerstown, Md.—Granted license new remote pickups. KGA-558-9.

Eugene P. O'Fallon Inc., Denver, Col.—Granted license new remote pickup KA-5669-70.

Wescoast Bcstg. Co., Wenatchee, Wash.—Granted licenses for new remote pickups KA-5746, KOA-994, KA-5745.

Mahoning Valley Bcstg. Corp., Youngstown, Ohio—Granted CP and license new remote pickup KA-6313.

Tucson Bcstg. Co., Tucson, Arizona—Granted CP and license new remote pickup KA-3530.

Maine Bcstg. Co., Bangor, Me. — Granted CP and license for new remote pickup KA-2114.

Calcasieu Bcstg. Co., Lake Charles, La.—Granted CP and license new remote pickup KA-2312.

Allen B. DuMont Labs Inc., New York—Granted CP and license new remote pickup KA-4039.

The Journal Co., Milwaukee, Wis.—Granted mod. licenses KA-3043-4-5 to change frequencies from 33.38, 35.02, 37.62, 39.82 mcs, to 26.15, 26.25, 26.35 mcs.

Lynchburg Bcstg. Corp., Lynchburg, Va.—Granted CPs for new remote pickups KIA-589, KA-3641, KIA-588.

United Bcstg. Co., Ogden, Utah—Granted CP new remote pickup KOB-281, KA-6391.

Eastern Idaho Bcstg. & Television Co., Area Idaho Falls, Ida.—Granted CP new remote pickup KA-2476.

WTVN Columbus, Ohio—Granted license new commercial TV station and to indicate change in trans. as proposed. Chan 6 (82-88 mc) 3.25 kw aur. kw; 6 kw vis.; 525 feet.

KCLF Clifton, Ariz.—Granted license new AM station and change studio location: 1400 kc 250 w unl.

WKAQ San Juan, P. R.—Granted license install new trans.

WTNJ Trenton, N. J.—Granted license change trans.

WVMI Biloxi, Miss.—Granted license new AM station; 570 kc, 1 kw, D.

KUNO Corpus Christi, Tex.—Granted license new AM station; 1400 kc, 100 w unl.

KRMG Tulsa, Okla.—Granted license new AM station and specify studio location. 740 kc, 50 kw-D, 10 kw-N DA-2, unl.

KXRO Aberdeen, Wash.—Granted license change frequency, increase power, install new trans. and DA night use. 1320 kc, 1 kw, DA-N, unl.

WAFB Baton Rouge, La.—Granted license increase power, install new trans. 1460 kc, 5 kw-D, 1 kw-N DA-N.

WAFB Baton Rouge, La.—Granted license to use old main trans. at present site of main trans.—to be used for aux. purposes with power of 1 kw, employing DA-N.

KWBG Boone, Ia.—Granted mod. license to change studio location.

Rogers City Bcstg. Co., Rogers City, Mich.—Granted CP new remote pickup KA-6377.

KHQ Inc., Spokane, Wash.—Granted CP and license new remote pickup KA-6378.

Broadcast Management Inc., Bethesda, Md.—Granted CP new remote pickup KA-6379.

Covington News Inc., Covington, Ga.—Granted CP new remote pickup KA-3533.

KCOM Bcstg. Co., Sioux City, Ia.—Granted CP new remote pickup KA-6380.

Studebaker Bcstg. Co. Inc., San Diego, Calif.—Granted CP new remote pickup KA-6381.

Mercantile Bcstg. Co., Miami Beach, Fla.—Granted CP and license new remote pickup KA-2965.

Alexandria Bcstg. Co. Inc., Alexandria, La.—Granted CP and license for new remote pickup KA-2110.

WGAF Valdosta, Ga.—Granted mod. CP for extension of completion date to 10-10-50.

KGAR-FM Garden City, Kan.—Same to 10-24-50.

WSFL-FM Springfield, Mass.—Same to 10-1-50.

ACTION ON MOTIONS

By Commissioner E. M. Webster

FCC General Counsel—Granted petition for extension of time to May 10 to file Exceptions to Initial Decision issued in proceeding upon application WRIB Providence, R. I.

M. R. Lankford, Princeton, Ind. — Granted continuance of hearing re application from April 24, to June 27 at Washington, D. C.

WFBC Greenville, S. C.—Granted leave to amend application so as to revise directional array and specify new trans. site; application as amended is removed from hearing docket.

Southeastern Bcstg. System, Waycross, Ga.—Granted leave to amend application so as to specify 980 kc 1 kw D in lieu of 790 kc 1 kw D only; application as amended, is removed from hearing docket.

KXRO Aberdeen, Wash.—Granted leave to intervene in hearing upon application of KCRA Inc., Sacramento, Cal.

Savannah Radio Council—Granted extension to April 21 to file reply to "Further statement of E. D. Rivers, Jr." in proceeding re Rivers application, Savannah, Ga. Action taken April 18.

Radio Station WOW Inc., Omaha, Neb.—Granted extension of time in which to file Exceptions and request Oral Argument in proceeding upon application of KID Idaho Falls.

Booth Radio and Television Stations Inc., Saginaw, Mich.—Granted leave to amend application so as to eliminate request for authority to make changes in ant. system, and for removal of application, as amended from hearing docket.

Easton Pub. Co., Easton, Pa.—Granted leave to amend application so as to show redistribution of common stock and changes in officers and directors.

WEST Easton, Pa.—Granted leave to amend application so as to show current information concerning officers, directors and stockholders and balance sheet as of Feb. 28.

WLCS Baton Rouge, La.—Dismissed petition of March 2 requesting review of Examiner's ruling permitting KJAN Bcstg. Co., Baton Rouge, La., to amend application.

Syndicate Theatres Inc., Columbus, Ind.—Granted dismissal without prejudice of application.

FCC General Counsel—Granted extension of time to file Exceptions to Initial Decision issued in proceeding re application of WMAW Milwaukee, Wis. to May 10, 1950.

By Examiner Fanney N. Litvin

KAVR Havre, Mont.—Granted leave to amend application so as to request operation with power of 5 kw-D 1 kw-N using DA-DN in lieu of 1 kw, unl. using DA-N to change engineering proposals in accordance with requested change in daytime power and use of DA; to submit current information with respect to finances, program plans, interests of stockholders in other radio stations, and changes in proposed staff.

Northwestern Ohio Bcstg. Corp., Lima, Ohio—Granted continuance of hearing from April 28 to May 15 in Lima, Ohio, in proceeding re application and that of Sky Way Bcstg. Corp., Columbus, Ohio.

By Examiner Elizabeth C. Smith

KXLR North Little Rock, KWAK Stuttgart, KWEM W. Memphis, Ark.—Granted joint petition of KXLR and KWAK insofar as they request reasonable postponement of hearing in proceeding re their applications: hearing continued from May 1 to July 24 at Little Rock, Ark. denied petition of KWEM insofar as it requests indefinite postponement of hearing in this proceeding.

By Examiner Basil P. Cooper

Lakeland Bcstg. Corp., Wausau, Wis.—Granted motion to admit James E. Doyle, Esq. to practice before Commission for purpose of taking testimony in proceeding re application and that of John R. Tomek, Wausau, Wis.

By Examiner J. D. Cunningham

FCC General Counsel—Granted indefinite continuance of hearing now scheduled for May 1 in proceeding re petition of John J. Dempsey for revocation of license of station KOB Albuquerque, N. M.

(Continued on page 83)

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FORDHAM SCHOOL
Radio-TV Faculty Complete

FACULTY at Fordham U.'s fourth annual Summer Institute of Professional Radio and Television, July 5 to Aug. 11, will be made up of well-known network officials, directors and producers, according to William A. Coleman, chairman of the university's radio-TV division.

Teaching staff will include: Richard Linkroum, producer of CBS-TV shows, on television production; Ernest Ricca, president of Radio-Television Directors Guild and director of network radio shows, on radio direction and production; Bill Hanrahan, NBC microphone technique; Rod MacLeish, ABC-TV script editor, scriptwriting; Judson La Haye Jr., of Fordham's WFUV executive staff, station operation and management and Edward Stasheff, director of TV, New York Board of Education outlet, teaching radio and TV.

Among authorities in the field who will lecture in the symposium on communications are:

Clayton (Bud) Collyer, president American Federation of Radio Artists; Fred Coe, manager of program development, NBC-TV; Joseph A. McDonald, vice president and general attorney ABC; Dr. Franklin Dunham, director of radio and TV, U. S. Office of Education; Foy Kohler, chief, State Dept's International Broadcast Div.; Irving Mansfield, CBS radio-TV director; James Sauter, president, Air Features Inc., and Abe Burrows, CBS writer-comedian.

FULL SEASON of baseball is promised Detroit Tigers fans by this contract signing calling for broadcasting of all Tigers' games by WJBK Detroit. L to r: Edwin J. Anderson, president, Goebel Brewing Co., sponsor; C. E. Carey, Goebel vice president, and Richard E. (Dick) Jones, general manager, WJBK-AM-FM-TV Detroit.

PHILIP MORRIS & Co. sales in year ended March 31 were highest in company's history, firm announced. Sales of $255,752,000 were recorded, 12% increase over preceding year. Net earnings after taxes were $15,303,184, amounting to $7.26 per share on common stock, as compared with net earnings of $12,498,058 or $5.38 per common share year before.

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NIELSEN RATINGS *

(TOTAL U. S., INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

MARCH 12-18, 1950
EXTRA WEEK

Current Rank	Previous Rank	Program	Current Rating Homes %	Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK							
1	1	Lux Radio Theatre (CBS)	24.1	11	5	Mystery Theatre (CBS)	17.3
2	4	Jack Benny (CBS)	23.7	12	16	Bing Crosby (CBS)	17.0
3	3	Amos 'n' Andy (CBS)	21.4	13	27	Bob Hope (NBC)	15.9
4	2	Godfrey's Talent Scouts (CBS)	20.6	14	24	Fanny Brice—Baby Snooks (NBC)	15.5
5	11	Charlie McCarthy (CBS)	19.0	15	39	Our Miss Brooks (CBS)	15.2
6	13	Fibber McGee & Molly (NBC)	18.6	16	26	Day in the Life of Dennis Day (NBC)	14.9
7	6	Walter Winchell (ABC)	17.8	17	10	Gene Autry Show (CBS)	14.8
8	7	My Friend Irma (CBS)	17.7	18	9	Mr. Keen (CBS)	14.7
9	12	You Bet Your Life (CBS)	17.4	19	44	Hallmark Playhouse (CBS)	14.5
10	29	Red Skelton (CBS)	17.3	20	46	Horace Heidt (CBS)	14.3

NATIONAL NIELSEN-RATINGS TOP PROGRAMS
MARCH 19-25, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %	Current Rank	Previous Rank	Program	Current Rating Homes %
EVENINGS, ONCE-A-WEEK (Average For All Programs)			(9.9)	6	13	Ma Perkins (CBS)	9.0
1	1	Lux Radio Theatre (CBS)	24.2	7	10	Wendy Warren (CBS)	8.7
2	2	Godfrey's Scouts (CBS)	21.7	8	8	Road of Life (NBC)	8.6
3	3	Jack Benny (CBS)	20.8	9	9	Arthur Godfrey (Gold Seal) (CBS)	8.6
4	11	Charlie McCarthy Show (CBS)	18.2	10	12	Stella Dallas (NBC)	8.6
5	6	Amos 'n' Andy (CBS)	17.9	DAY, SATURDAY (Average For All Programs)			(5.9)
6	10	You Bet Your Life (CBS)	17.5	1	1	Armstrong Theatre (CBS)	13.5
7	12	McGee & Molly (NBC)	17.3	2	5	Let's Pretend (CBS)	11.7
8	5	My Friend Irma (CBS)	17.2	3	2	Grand Central Station (CBS)	11.1
9	8	Walter Winchell (ABC)	17.1	DAY, SUNDAY (Average For All Programs)			(4.3)
10	4	Mystery Theatre (CBS)	15:6	1	1	True Detective Mysteries (MBS)	12.0
EVENING, MULTI-WEEKLY (Average For All Programs)			(6.4)	2	3	Martin Kane, Private Eye (MBS)	11.4
1	1	Beulah (CBS)	13.3	3	2	Shadow (MBS)	11.0
2	4	Counter-Spy (ABC)	11.4				
3	2	Oxydol Show (CBS)	11.1				
WEEKDAY (Average For All Programs)			(6.2)				
1	1	Arthur Godfrey (Ligg. & Myers) (CBS)	11.9				
2	2	Arthur Godfrey (Nabisco) (CBS)	9.9				
3	5	Romance of Helen Trent (CBS)	9.3				
4	3	Right to Happiness (NBC)	9.3				
5	4	Pepper Young's Family (NBC)	9.2				

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NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

LORAIN DISPUTE

Government Sums Up Case

BRIEF summing up the Government's charges against the *Lorain Journal*, involving alleged discriminatory practices against advertisers who used the facilities of WEOL Elyria-Lorain, Ohio, has been filed in Cleveland.

The anti-trust case involves the newspaper and four executives of the Lorain Journal Co.—Samuel and Isadore Horvitz, who own the *Journal*, and D. P. Self and Frank Maley—as defendants. The trial was completed in Cleveland last March [BROADCASTING, March 20] after Judge Emerich Freed heard 66 witnesses for the government and one for the defense.

The defense had until April 28 to file its brief. Authorities expressed belief that a decision would be handed down sometime between early May and July.

Government has charged that the *Journal* had refused or threatened to refuse advertising of merchants who also bought time on WEOL. Additionally, the newspaper was charged by WEOL President Roy Ammel with refusing to print station's logs as paid advertising.

The government said further in its brief that "the First Amendment does not immunize anyone from prosecution for violations of the general laws of the United States in which the media of free speech or press have been used in perpetration of the crime."

The *Journal* had contended that a newspaper cannot be compelled to take advertising; that it did not restrain interstate commerce channels; and that conviction would infringe on freedom of the press.

European Study Tour

KENNETH BARTLETT, dean of University College at Syracuse U. and director of radio and television, and Sam J. Slate, head of BBC program operations in New York, are organizing European study tour of broadcasting systems for industry personnel, the school has announced. Mr. Slate will conduct a course on foreign radio, while Mr. Bartlett will outline the American system. The tour, sponsored by Syracuse U., leaves New York by plane July 2 and returns July 31. Students will visit England, The Netherlands, Luxembourg, Germany and France.

HR-7310 COPIES

NAB Blocks Distribution

EFFORT of Gordon Brown, WSAY Rochester, N. Y., to distribute copies of proposed law (HR-7310), to require licensing of networks, among the delegates at NAB convention, Chicago, was temporarily blocked fortnight ago by NAB (WSAY isn't member) and Stevens Hotel officers.

Undismayed, Mr. Brown discovered that 10-foot area of ramp between Stevens ballroom and Eighth St. Theatre actually is classified by the city of Chicago as an alley. He stationed scantily-clad model in "alley" to hand out literature as delegates went to and from meeting room.

The bill was introduced Feb. 15 by Sen. Sheppard (D-Calif.) and referred to the Committee on Interstate & Foreign Commerce.

STANFORD-NBC

Courses Begin June 22

FOURTEEN courses in the eighth annual Stanford-NBC Radio-Television Institute, opening at Stanford U. June 22, were announced last week by John W. Elwood, general manager of KNBC San Francisco.

Institute is designed for professional radio men, teachers, advertisers, community leaders and advanced college students. Tuition is $200 for students seeking academic credits, $135 for non-academic students. Classes end Aug. 19.

Two courses, U. S. broadcasting and broadcasting lab, will be required of all students, Mr. Elwood said. Optional courses will cover announcing, acting, production, writing, directing, news, special events, selling and advertising, planning, program scheduling and radio survey work. Emphasis will be on latest radio and TV developments and techniques.

Instructors for the Institute are drawn from the Stanford faculty and KNBC department heads. Number of students will be limited, as in past years, to 75, Mr. Elwood said.

COLUMBIA Pacific Network and KSDO San Diego join Southern California Broadcasters Assn. Group now numbers 47 stations and networks in 16 cities, in addition to FM and TV affiliates of members.

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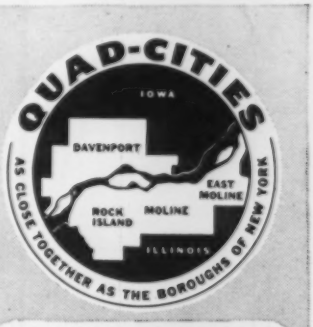

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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Commercial manager for 5 kw midwest Mutual. National sales experience essential. Box 956E, BROADCASTING.

Manager—250 w station one year old. Thriving community. Adequately financed local business men. City of 9000. Excellent opportunity. T. C. Gregory, Box 1068, Alliance, Nebraska.

Salesmen

Network station with both AM and TV operation has opening for staff salesman. Must have radio sales experience. Attractive salary and commission plan. Send complete particulars, including photo, references, experience, to Box 831E, BROADCASTING.

Salesman for transit radio and functional music station in Pennsylvania. Guarantee plus commissions. All information plus salary requirements first letter. Box 840E, BROADCASTING.

Time salesmen—two. We operate three stations in upper Michigan and northern Wisconsin. Single station markets, no outside competition. All stations network. Trade very radio minded. Living costs extremely low in America's vacation land. Liberal drawing account and commission that won't be cut. Company in business 20 years. Beautiful opportunity to make money. Not interested in floaters. Send all information first letter. Box 963E, BROADCASTING.

Sales manager-salesman wanted for 5 kw network station in one of midsouth's top markets. Interested in producer, not desk executive. Good man will make money with liberal commission. Do not apply if less than five years experience. Box 980E, BROADCASTING.

We want a salesman with radio experience, knowhow, aggressiveness without high pressure, saleable ideas and a desire to work. Ours is a long established, highly accepted ABC affiliated station. If you're looking for a better deal, here's a fine opportunity and a good income for a man who can produce. Send complete details to KWNO, Winona, Minnesota.

Salesman—Opportunity for steady hard working local salesman on dominant network regional station. Complete details and references with application. WFDF, Flint, Michigan.

Veterans newspaper in Kansas City sponsoring weekly radio program needs advertising phone salesman. Advertising man with initiative and ideas can write own ticket. Minimum earnings $100 weekly up comm. Don Wilson, Gateway Publishing Co., 319 W. 9th St., (Victor 0457).

Announcers

Announcer-sportscaster, excellent opportunity open for experienced young announcer-sportscaster who wants to step up to 1,000 watt, network affiliate operation. Graduated wage scale, talent. Michigan location. Send audition disc, photo and letter of qualifications to Box 807E, BROADCASTING.

1000 watt independent near Chicago has opening for versatile staff announcer. Personal interview required. Box 856E, BROADCASTING.

Announcer with first class license. Send disc, photo and salary requirements. Car necessary. Box 905E, BROADCASTING.

Midwest ABC affiliate has opening for announcer. Salary $55 per week. Send full details, audition and picture. Box 961E, BROADCASTING.

Announcer with first class phone license. KSUE, Susanville, Calif.

Help Wanted (Cont'd)

Announcers—Four with first class licenses. Also all-round man for announcing, copywriting, traffic, sales and service. Excellent climate. Starting salary dependent on experience and ability. Send disc or tape and background immediately. Single men preferred, but married men will be considered. Apply directly to Manager, Box 1419, Albuquerque, N. M., the fastest growing state in the Union.

Wanted—Experienced announcer with first class license for combination position. Starting salary $60.00 week. Ed Anderson, Station WBBO, Forest City, N. C.

Experienced morning man for 250 watt station with regional FM. 45 hours per week. Call Program Director or Manager, WFNC (Phone 4848), Fayetteville, N. C.

Disc jockey with good southern accent or other attractive accent or style. Excellent incentive salary. Send tape or disc to Franklin, 3823 N. 52nd Street, Milwaukee, Wisconsin.

Situations Wanted

Managerial

Manager, accent on sales. Young, aggressive. 12 years grass-root experience in all phases of radio. Record of successful operation. College graduate. Box 814E, BROADCASTING.

Manager, program director, public relations 20 years radio experience. 18 successful years with middlewest 50 kw station. Exceptional references as to ability and character. Box 952E, BROADCASTING.

Sales manager—who in twenty years has personally sold millions of dollars in local time seeks job as commercial manager of substantial station or manager of a smaller station. 1½ years of television. 45 years old, married and have two children. Complete references. Box 953E, BROADCASTING.

Manager. Proven sales record, currently commercial manager, wealth of radio experience, 37, excellent health, family man, civic minded, enjoys working. Box 960E, BROADCASTING.

Background that's necessary for a smooth, successful operation. 12 years in radio—all departments. Interested in investment in small market station. Can fully staff. Over a year's TV experience. Can schedule personal interview. Box 967E, BROADCASTING.

Eight years of radio including commercial and station manager, owner, can mean clean, efficient operation for your station. Present situation secure. What can you offer? Box 972E, BROADCASTING.

Salesmen

Sales comm. mgr. College education. Agency, promotional experience. Strong on sales. Box 926E, BROADCASTING.

Sales manager-salesman, 33, married, proven record, high earnings. Also write, announce. Box 949E, BROADCASTING.

My sales have been tops and I'm happy. We can get together if your future will equal my talents. Box 973E, BROADCASTING.

Salesman: 5 years topflight insurance agency, now trying radio. Graduate leading broadcasting school. Announcing, board, writing, travel. Raymond Dormer, 90 Saratoga Avenue, Yonkers, N. Y.

Smiley Wilson entertainers. Western music-entertainment. Phil Edwards, Deland, Fla.

Salesman, announcer—experienced, age 26. Good producer, travel anywhere. Mark Stanton, Penthouse Club, 62 Pitt Street, New York City.

Situations Wanted (Cont'd)

Announcers

Newsman-announcer. Experienced. Just graduated Northwestern University. Trained in all phases of broadcasting. Looking for radio or TV job with a future. Will travel anywhere. Disc, picture, full details upon request. Box 846E, BROADCASTING.

Professionally trained announcer, some experience, age 22, will travel. Disc and photo available. Box 855E, BROADCASTING.

Experienced combination man wants position with progressive station. Box 869E, BROADCASTING.

Announcer, newscaster. Available now. BA Degree, single, have car. Will travel. Disc, photo on request. Box 895E, BROADCASTING.

Sportscaster-announcer. Desires permanency. Six years experience, play-by-play, newscasting, commercial. Married, 29. South or west coast—will consider all. Box 900E, BROADCASTING.

Experienced announcer - program director major network and independents experience. Best references. Single, available immediately, anywhere in United States. Box 915E, BROADCASTING.

Young, aggressive, announcer-engineer. One year experience. Operate Western Electric and RCA consoles. Presently employed, would like to relocate in Great Lakes area, preferably near Chicago. Box 916E, BROADCASTING.

Looking for an experienced, hard working, dependable announcer and operator? I'm available. Single, 22, college graduate. Travel anywhere. Salary secondary. Box 921E, BROADCASTING.

Newscaster. A newspaperman with a voice. Gather, write, deliver. Best references. Disc, details upon request. Box 923E, BROADCASTING.

Announcer-engineer. Good voice. Experienced in 1 kw net and 250 indie. Married. Have a car. Available now. Midwest or northwest only. Box 927E, BROADCASTING.

Capable, hardworking — broadcasting degree. Just need a chance. Play-by-play my desire but will accept position with chance for sports announcing eventually. Will go anywhere. Disc, photo, references available. Box 929E, BROADCASTING.

Announcer, experienced in announcing, disc jockey, newscasting, sportscasting. Three years experience sales promotion. Knowledge of board. Will travel. Box 930E, BROADCASTING.

Announcer, experienced in announcing, disc jockey, news, continuity writing, five years sales promotional work. Knowledge of board. Dependable, sober. Box 931E, BROADCASTING.

Announcer-writer. Vet, single, will travel, college grad with BA Degree. Available immediately. Some experience in announcing. Have written and produced a radio series aired over a major N. Y. metropolitan station. Box 932E, BROADCASTING.

Looking for that first break as announcer and disc jockey; no experience but ambitious and willing to work. Single, disc available. Box 933E, BROADCASTING.

Available immediately—two highly versatile announcers — excellent voices. Written, directed and enacted several shows for N. Y. stations. Can write own copy. Information, discs available. Box 934E, BROADCASTING.

Announcer, staff experience New York. All-round, newscaster, deejay, etc. Will go anywhere. References. Box 935E, BROADCASTING.

If your prescription calls for youth and experience, I may be just what the doctor ordered. Can give your station a shot in the arm. Send case history. Box 936E, BROADCASTING.

Attention major city stations. Major city voice for sale. Have done every pattern of announcing chore long and successfully. Presently employed. Will audition in person. Now in N. Y. C. Box 937E, BROADCASTING.

Situations Wanted (Cont'd)

South Texas preferred. Announcer three years experience. Heavy on news, DJ-continuity writing. Looking for permanent position with programming future. Can you use me? Box 940E, BROADCASTING.

Want experience? 11 years announcing, accent on sports plus 1 year sports and studio director on television plus sales experience. 7 years with last employer. Prefer midwest, available now. Box 945E, BROADCASTING.

Need a sincere hard worker around? I'll swap that for DJ experience. 4 years college, major management, 2½ 2 years sales, have car, salary secondary, anywhere. Box 947E, BROADCASTING.

Announcer: Recent graduate of radio school. Can operate console, college graduate, ambitious, hard worker, need that all important first job. Will send disc and photo if interested. Box 962E, BROADCASTING.

Newscaster—Ten years experience with large network affiliate, distinctive voice and delivery, former Army correspondent, can do creative writing or rewrite, solid radio background and serious student of TV, top references, college grad, available May 1st for personal interview and audition. Box 970E, BROADCASTING.

Attention Virginia and North Carolina. Experienced announcer with accounting background wants position with a small station handling all books and announcing. Age 25, married, child, sixty dollars. Box 971E, BROADCASTING.

Baseball play-by-play man. Not too late to get a warm, informal, but exciting style which brings sales to sponsor, listeners to station and fans to club. Available immediately. Thoroughly experienced all phases broadcasting. College graduate. Box 975E, BROADCASTING.

Announcer, including news, popular and hillbilly, DJ. Knows board, single, go anywhere, anytime. Box 976E, BROADCASTING.

Morning team (2 males). Travel, specialize, news, DJ. Topflight play-by-play all sports. Board, sales, graduates leading New York school. Box 977E, BROADCASTING.

Announcer-veteran-graduate of leading broadcasting school. Have had acting training. Operate console, salary optional, prefer upstate New York, New England area. Available. Box 978E, BROADCASTING.

Announcer—can sell, write commercial copy—specialize in baseball play-by-play, know board. Box 979E, BROADCASTING.

Announcer, 2½ years network, independent experience, versatile, single, 24, B.A. Degree. Dependable, responsible. Experience commercials, news, popular, classical music. Desire permanent position. Jack Erthal, 11402 Superior Avenue, Cleveland, Ohio.

Announcer, 32, single, experienced good all-round man, deep resonant voice. Can handle board. Will travel. Disc, photo, available. John Gary, 635 Hemlock St., Scranton 5, Pa. Phone 2-1180.

Announcer-engineer—First class phone (also class A amateur); M.A. in English (Columbia University); now teaching English; available about middle of June; prefer N. Y., N. J. or Pa. George Hirshfield, 403 Dechman Avenue, Peoria 4, Illinois.

Announcer—Graduate of leading announcing school. Midwest preferred, but will consider any offer. Record upon request. Cecil Muir, 319 E. Chicago St., Elgin, Ill.

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio, 1222-A Oak St., Kansas City, Mo., HArrison 0473.

Announcer. Jack Rock, 2076 Turnbull Ave., New York 61, N. Y. Talmadge 2-4037.

Combination announcer-engineer, first phone, disc on request. Available immediately. Ed Sullivan, 80 Amsterdam Avenue, N. Y. C.

Anxious to get started—good voice. Some experience combinations. What can you offer? Recent grad good school, excellent references. Arthur Zarn, 1561 Fulton Avenue, Bronx 57, N. Y.

Technical

Young, single man desires engineering position. Two months experience, very reliable, able to go anywhere. Box 788E, BROADCASTING.

Situations Wanted (Cont'd)

Engineer—26 months experience transmitter, remotes. Graduate leading radio school. Army radar experience. Will travel. Box 819E. BROADCASTING.

Chief engineer with extensive and above average experience in AM and FM transmitter, directional antenna and studio construction, maintenance and operation seeks position with progressive established employer. Excellent record with personnel. Recommended by leading consultants in addition to part and present employers. Box 850E. BROADCASTING.

Attention midwest—I'd like my application in your files so that when you need an experienced engineer with announcing experience you can call on me. Presently employed. Box 918E, BROADCASTING.

Chief engineer, 17 years experience seeks change to more progressive station. Best of references. Box 924E, BROADCASTING.

Chief engineer—Construction and operation 5 kw with directional antenna and TV installation experience. Complete control room and studio installation. Licensed since 1936. All inquiries answered. Box 938E, BROADCASTING.

First phone license. Transmitter, console, remotes. Married, car. Want to settle with northeastern station. Box 939E, BROADCASTING.

Engineer available on short notice—consider only 5-50 kw stations. Best references. Box 925E, BROADCASTING.

Engineer or combination. 1st phone vet. Married. Broadcast experience. Have house trailer. Prefer southwest. Disc. Box 948E, BROADCASTING.

Engineer—First phone. Three years broadcasting experience. Console, transmitter and some construction. Have car. 28 years old. Currently employed chief engineer. Box 958E, BROADCASTING.

Experienced consulting engineer, now employed by Washington firm, wants permanent chief engineer job with regional network or expanding station. Box 959E, BROADCASTING.

Young experienced combination man holding first phone, second telegraph licenses available June. Box 964E, BROADCASTING.

Licensed operator, commercial first phone, ten years experience other than commercial broadcast desires position in midwest or south. Single, age 44. First two weeks without compensation. Very willing to learn and perform additional duties. All replies answered. May I be of service? Box 969E, BROADCASTING.

Engineer, first—experienced, married, car, available immediately. Earl Davis, 506 E. York, Olney, Illinois.

Engineer, first phone, no experience, vet, married, age 31. Willing to travel. G. Elliott, 45-06 39 Place, L. I. C.

Vet, 25, single, first phone and telegraph, 2 years cw, 7 months broadcast experience. Have car. Desire permanent position with future. Scranton and vicinity and Eastern Seaboard. Sal Giammanco, 624 Hendrix St., Brooklyn 7, N. Y.

Experienced engineer-announcer seeking permanent position in home state of Minnesota. References, photo and recording available on request. Presently employed. Clifford D. Hatch, 902 East First Ave., Williston, North Dakota.

Engineer with first phone license, wishes position, will work anywhere. No experience. A. D. Kirschbaum, Cairo, Nebraska.

Position wanted as broadcast operator. Experienced. Chester Stromswold, Waterville, Minnesota.

Experienced engineer, studio and transmitter, electrical background, age 40 years, single, sober. Claude Thomas, Vandalia, Missouri.

Seven years training in radio and electronics. BS in EE, graduate of Navy electronics school and National Radio Institute. First phone. Seek engineering position in south or southwest. Robert B. Wilson, Lake Cormorant, Miss.

Situations Wanted (Cont'd)

Production-Programming, others

Woman commentator. Director. Versatile. Experienced all phases radio. Seeks connection offering bona fide opportunity for growth. Advancement. Personality, record, background just right for aggressive operation following strong public service line. Box 717E. BROADCASTING.

Ambitious assistant program director of five kw network station looking for opening as program director. Previous experience: announcing, continuity, programming, promotion, production. College grad with five year record of successful radio. Sober, reliable . . . highest references. Box 919E, BROADCASTING.

Secretary for you. Save executive's (your) time—handle customers with deft touch, promote goodwill for your firm, sell your product and service. Attractive, brains, courteous. Box 928E. BROADCASTING.

Continuity writer, sports to comedy skits—experienced as time salesman. Wants writing job with station or agency. Box 950E. BROADCASTING.

Traffic manager who can fill the bill. I have six years experience in traffic, copy. Available immediately eastern or southern station. Box 951E, BROADCASTING.

Program director position desired in New England or upstate New York, by staff man currently employed 50,000 watt independent. Please state rate of remuneration. Box 957E, BROADCASTING.

Seek combination program director-sales appointment; creative mind; know station operation thoroughly; now, successfully operating radio ad agency; can meet people and sell 'em; young, mature, hard worker; network announcer-actor; highest references. Box 965E. BROADCASTING.

Experience? Yes. Program director, announcer, news, disc shows all types, ad-lib, remotes, board, all-round, net and independent. Available immediately. Bill Steen, 3430 Orange Ave., Long Beach, California. 422-89.

Television

Managerial

Successful commercial and station management has paid me well. No TV knowledge, but a yen to learn. Let's talk. Box 974E, BROADCASTING • *TELECASTING*.

Salesman

Crack radio salesman wants TV. College graduate. Three years radio, 1000 w to 50,000 w. Three years advertising and promotion, newspapers, theatre, agencies. Proven record, references. Box 920E, BROADCASTING • *TELECASTING*.

Announcers

Reliable, ambitious, talented university graduate with 2 years radio-TV training and 1 year experience all phases of radio. Ready for TV. Box 941E, BROADCASTING • *TELECASTING*.

Production-Programming, others

Young man, 28, television school graduate seeks opportunity with station, packager or agency as writer, production trainee or producer's errand boy. Studied medium two years. Owns six money making program ideas and more growing. Has own typewriter and television library. Family man, honest conscientious. Will travel. Salary secondary to opportunity. Box 946E, BROADCASTING • *TELECASTING*.

For Sale

Stations

Stock available, possibilities to 30% independent AM northwest major market. Prefer participating investor commercial experience. Box 902E, BROADCASTING.

Equipment, etc.

Complete setup for FM station, including 1 kw Western Electric transmitter. Box 792E, BROADCASTING.

Best offer takes complete recording setup consisting of 2 Presto 6N turntables and cutting lathes, equipped with automatic disc equalizers—one Presto 92-A recording amplifier—all in A-1 condition. Write Radio KOOL, Phoenix, Arizona.

For Sale (Cont'd)

For sale, Magnecord tape recording equipment. Complete set, two recorders, one rack amplifier, one portable amplifier. Includes two PT6A, one PT6P, one PT6R. Like new condition. Cost over $1400, first $1,000 takes it. Write A. D. Gillette, WCKY, Cincinnati, Ohio.

$11,500 savings. Complete FM transmitting equipment. 106.9 mc. Like new. Includes GE BT-2-B 1 kw transmitter, spare tubes, crystal; WE 5-A monitor; GE BY-6B 6 bay circular antenna with mast; 100' Wincharger type 300 guyed supporting tower; A-3 lighting equipment; 140' Andrew 1⅝" type 451 transmission line with accessories. Available at site $4,900. WENY, Elmira, New York.

Lehigh galvanized self-supporting tower 254 feet. Locke insulators. Tower now in service. Excellent condition. For additional details write or phone K. R. Cooke, Chief Engineer, WGBI, Scranton, Pa.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Four veterans, total twenty years experience, wish inclusion in staff, southwestern AM station through partial or complete purchase. Box 955E, BROADCASTING.

Equipment, etc.

One kilowatt FM transmitter, prefer Western Electric. Reply Box 908E, BROADCASTING.

Wanted—FM frequency and modulation monitor in good condition. State make, model and age in replies. Box 917E, BROADCASTING.

Wanted—Part or all equipment in new condition for 500 w AM station with two 200' guyed towers. Mail list and best price. Box 922E. BROADCASTING.

Wanted. General Radio range extension filters for use with General Radio 732-A distortion and noise meter. Box 966E, BROADCASTING.

Wanted — RCA type 76B consolette; RCA type 70C turntable, preferably with preamplifier. State age, condition, exact type and price. Box 968E, BROADCASTING.

Wanted—One RCA WX-2B or WX-2C field intensity meter in good serviceable condition. Radio Station WLAP, Lexington, Ky.

Miscellaneous

We offer, frequency measuring service, commercial quartz crystals, new, regrinding or repairs. Frequency monitor service. "14 years experience." Eidson Electronic Co., Box 31, Temple, Texas. Phone 3901.

Employment Service

N-O-W! OPEN—
*Home economist—women's dir.
*Lady deejay (1st fone lic.)
*Lady copywriter-director & sales.
*SALESmen (No order takers!).
N-O-W! AVAILABLE—
*Topnotch chief const. engr. (15 yrs. exp.)
*AM-TV program dir. (20 yrs. exp.)
*Executive manager (heavy on SALES).
*Several GOOD sportscasters.
N-O-W! YOU can be serviced—by:—
*RRR - RADIO - TV EMPLOYMENT BUREAU
*P. O. Box 413, Philadelphia 5, Pa.
*FREE—to employers—screened personnel!

Situations Wanted

Announcers

ANNOUNCER-SALESMAN

Sober, mature man with desire to enter radio field. Can't get thank you for letters sent to stations. Reason I presume not enough experience. I'll surprise you as to my ability. Radio school graduate, taught by men active in radio. Speech training for radio and have good sales record in another field. Some experience in news and baseball play-by-play, both live and recreations, at 5000 w station. Graduate Geo. Barr Umpire School to help me in baseball play-by-play broadcasts. Veteran, married, 33 years old, religious.

BOX 944E, BROADCASTING

Situations Wanted (Cont'd)

Technical

DIRECTOR OF ENGINEERING OR GENERAL MANAGER

Engineering executive now chief of transmitter section of major broadcast equipment manufacturer seeks position as director of engineering for a progressive broadcast organization now in TV or with TV plans.

Over 18 years experience in AM-FM-TV and an outstanding record of design, construction and administrative engineering including two years TV operational experience as director of our own 5 kw experimental TV station. Also interested in investment. Present employer will provide top reference.

BOX 943E, BROADCASTING

Television

Production-Programming, others

TV PRODUCTION ASSURANCE
PRODUCER-WRITER
3 years radio, 2½ years TV
Commercially experienced in all studio and remote operations
Excellent references
BOX 942E, BROADCASTING

AZRAEL AGENCY

Alters Giveaway Show

NEW VERSIONS of the social security card giveaway program operated by Azrael Adv. Agency, Baltimore, adapting the plan to small-town stations, were announced last week by the agency.

Number of participating stations has risen to 83, according to Maurice Azrael, president of the agency. The plan covers the reading of a social security card number, with holders of numbers entitled to collect a prize ranging up to $100 [BROADCASTING, March 13].

A new scale of prizes ranges from $25 to $100 depending on frequency of awards and size of city. Station fees range according to size of city. Minimum rate is $45 a week in cities under 50,000, providing for a minimum of one $25 cash award a week. Maximum fee is $200 a week in cities over 400,000, providing a minimum of one $100 prize a week.

Mr. Azrael said WKMH Dearborn, Mich., had six winners in one week and KSON San Diego five in a week. WWDC Washington has expanded the program to 12 times daily, using auto registration as well as social security numbers because large numbers of listeners in the area do not have social security cards.

Old NAB Bldg. Sold

OLD NAB building, across the street from present Washington headquarters, has been sold for about $60,000, double purchase price early in the war when association was forced out of downtown quarters. Building was bought for $30,000. Purchaser is District of Columbia Chapter, American Institute of Banking.

THE HAYWARD FOOTNOTE

Former Network Star Sells Homes on WGAC

A DETAILED footnote is being written at WGAC Augusta, Ga., to the radio career of a former network star, Joyce Hayward, who is making local history by producing and starring in a successful show of her own.

Miss Hayward

It was radio that precipitated her exodus from Broadway's bright lights and from the sets of millions of radio homes where she was heard as a leading character in daytime serials. She left New York when she married Edgar Kobak Jr., part owner and general manager, WTWA Thomson, Ga., and settled down to a quiet life in the South.

But life—via radio—soon took on a look of anything but peace. Joyce Hayward's fame had preceded her to Georgia, and in March, the Knox Corp., Augusta builder of prefabricated Knox Homes, a new entry in radio, purchased her show. Since that time, the program has been paying off for Knox, both in prestige and in the amount of traffic through its model homes.

The *Joyce Hayward Show* is a woman's program tailored to the informal touch with the star and her announcer, Warren Hites, visiting places of historical note and frequently interviewing visiting personalities. In the daily chit chat, Miss Hayward and Mr. Hites present recipes and household hints while passing-on daily party ideas. The program is broadcast Monday through Friday, 11:30-11:45 a.m.

Program Spark Plug

Sparkplug of the program, of course, is Miss Hayward who makes arrangements for the show and produces it with the assistance of Mr. Hites. This is a new type of role for the actress who has had the lead in a score of top radio dramas, including *Mystery Without Murder* (as Amy Riddle); *Young Dr. Malone* (as Barbara Hale) and *Backstage Wife* (as Vi Waters).

On Broadway she played the theatre as a member of the cast of "Liliom," which starred Burgess Meredith and Ingrid Bergman. She was the original "Miss Television" at the New York World's Fair and later played in TV shows including *Kraft Theatre* and *Philco Playhouse*. As an author, Miss Hayward has contributed to national magazines and to network shows.

While helping Knox to sell its homes, she finds a second career in her own home where Mr. and Mrs. Kobak have a baby girl, Stella-Celeste.

On All Accounts

(Continued from page 16)

tinues to be music, and he can be heard occasionally on the Cleveland air waves or the back row of the Singer's Club. Since 1940 when he worked on the Wilkie campaign in a special phase of labor relations, with emphasis on broadcasts of well-known labor leaders, Bromley has participated in political activities. He classes these political interests as "good opportunity for consumer research."

In spite of his busy agency life and political doings Bromley finds time to be president and district governor of the Exchange Club of Cleveland, is active in the American Legion, Chamber of Commerce, Elks, Eagles and the Cleveland Church Federation. In addition the Houses have just moved into a new ranch home in the Cleveland suburbs and are trying to find time to plant a few shrubs.

"Radio must adhere closely to fundamentals to be successful advertising," says Bromley. His primary headache today is producing television and radio commercials that will meet the standards of the agency and fit the budget of local and regional sponsors as well.

Top Network Station

One of the midwest's dominant facilities. This property has everything that a leading regional needs. It is well established, shows a continuous record of growth and is just beginning to capitalize on its number one position in the market. Is in an excellent position for TV. Price $375,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

MAL HANSEN, WOW Omaha's farm service director, is now "Big Chief Sagwa" after being so designated by the 216 members of the recent WOW New South Farm Study Tour [BROADCASTING, **March 20**]. **On the final night of the trip, the group surprised Mr. Hansen by presenting him with this certificate and $65 to buy himself a present. Members of the tour said "Sagwa" means "Moses, Leader of the Tribe."**

HOLMES AWARDS

To Cite Western Adwomen

FOURTH annual Frances Holmes Achievement Award for outstanding advertising achievement has been announced by Los Angeles Advertising Women, in cooperation with Advertising Assn. of the West. Contest is open to any woman in the 11 western states and British Columbia who has originated, planned, developed, executed, supervised or participated in advertising produced between April 1949 and April 1950. Total of 14 awards in that number of different advertising categories, including two radio and two television groups, will be presented. Winning entries from each classification will be judged for top Frances Holmes Outstanding Achievement Award.

Presentations, in form of "Lulu" statuettes, will be made for best work in following categories: (1) Radio Commercial Campaign; (2) Sponsored Radio Program Series; (3) Television Commercial Campaign; (4) Television Program Series; (5) Copy Series; (6) Layout Series; (7) Mechanical Production; (8) Research Project; (9) Finished Art Series; (10) Direct Mail Campaign; (11) Publicity or Public Relations Campaign; (12) Commercial Film; (13) Outdoor or Transit Advertising; (14) Complete Campaign.

Entries will be judged for idea, grasp of problem, ingenious use of space or medium, style, execution, good taste, soundness of appeal, and overall effectiveness.

There will be five judges, two who have not yet been named. Chosen are Herbert Kirschner, president of AAW and head of Kirschner & Co., San Francisco; Dana Jones, head of Dana Jones Co., Los Angeles; Ivan Shun, of Advertising Counselors of Arizona, Phoenix.

Contest closed April 26 with awards to be made at presentation luncheon May 21 at the Ambassador Hotel, Los Angeles.

BOND DRIVE

Treasury Set on Radio-TV

RADIO-TV plans for the U. S. Treasury Dept.'s May 15-July 4 "Independence Drive" to sell savings bonds are reported nearing completion by the Treasury's Savings Bond Division [BROADCASTING, April 10].

Cornwell Jackson, Hollywood vice president of J. Walter Thompson Co., has been named national radio consultant to Treasury while David Levy, radio-TV director for Young & Rubicam, New York, has been named national television consultant, Treasury announced. Mr. Jackson is handling arrangements for the four-network kick-off broadcast on May 15 while Mr. Levy is arranging its TV counterpart, now slated for NBC-TV.

Both the AM and TV shows will feature pickups of President Truman and Secretary of the Treasury John W. Snyder. The AM program otherwise will present some 20 top radio-movie personalities and a half-dozen name orchestras. The TV show, styled as an "open house with Arthur Godfrey," will feature leading talent to be introduced by various government officials, including FCC Comr. Frieda B. Hennock.

Special series of Treasury's regular *Guest Star Parade* transcriptions, now heard on more than 2,800 stations weekly, is being prepared for the drive. TV announcement films are being readied by G. M. Basford Co. Additional radio-TV announcement copy also is in preparation.

Recordings of the Liberty Bell, symbol for the drive, will be sent all stations. Fifty-two exact replicas of the original bell, minus its crack, are being cast in France and will be sent on tour during the drive.

CHILDREN'S SHOWS

N. Calif. Group Lists Top 15

FIFTEEN "family listening" programs have been judged as "excellent" in the second annual report released by the Children's Committee of Radio Listeners of Northern California. The committee, in considering 43 programs, listed 10 as good, five as fair and 13 as poor for children's listening.

"Modern radio meets perhaps one twentieth of the needs of today's children," the report stated. The committee deplored the fact that because of the relatively few children's programs on the air today, children are constantly tuning in on adult programs. The shows judged as excellent, and the San Francisco stations presenting them, were listed as follows:

Fred Waring, Signposts for Young Scientists, Standard School Broadcast, Junior Jingles, NBC Theatre and Cavalcade of America, all on KNBC; *Let's Pretend, Gold Rush Days*, both on KCBS; *Quizdown, Schoolcast* and *Presidents*, all on KGO; *Story Teller* and *Youth Symphony*, both on KFRC; *Malloy*, KYA; *Tunes for Tots*, KSFO.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO APRIL 26

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,120	2,094	186	*	302	267
FM Stations	709	498	267	3	23	13
TV Stations	104	37	72		351	182

* Two on the air.

* * *

CALL ASSIGNMENTS: KCJB Minot, N. D. (North Dakota Bcstg. Co. Inc., 910 kc, 1 kw unlimited); KILA Hilo, Hawaii changed from KOLU (Island Bcstg. Co.); KRIB Mason City, Ia. changed from KICM (Mason City Bcstg. Co.); WATH Athens, Ohio (A. H. Kovlan & J. D. Sinyard, 1540 kc, 1 kw day); WDBL Springfield, Tenn. (Springfield Bcstg. Co. 1430 kc, 1 kw day); WERH Hamilton, Ala. (Marion County Bcstg. Co. 970 kc, 1 kw day); WPRB Jackson, Ala. (The Jackson Bcstg. Co., 1290 kc, 1 kw day); WKBI St. Marys, Pa. changed from WSMP (The Elk County Bcstg. Co.).

* * *

Docket Actions . . .

FINAL ORDER

Terrell Bcst. Corp., Terrell, Tex.—Adopted order granting petition for reconsideration and grant without hearing of application of Terrell Bcst. Corp., for new station on 1570 kc, 250 w day. Principals in corporation include Frederick I. Massengill Jr., D. W. Massengill and Carl Tegler. Frederick Massengill is general manager of Tribune Pub. Co. Estimated construction cost at time application was filed in 1947 was $13,200. Decision April 24.

INITIAL DECISION

Falls County Public Service, Marlin, Tex.—Initial decision issued by Examiner J. D. Bond to grant application of Falls County Public Service for new station on 1010 kc, 250 w daytime only. Initial decision April 20.

WBAT Marion, Ind., Chronicle Pub. Co. Inc., Marion and Kokomo Pioneer Bcstrs., Kokomo, Ind.—Initial decision issued by Examiner James D. Cunningham to grant application of WBAT to change from 1600 kc, 500 w day to 1400 kc, 250 w unlimited and to deny applications of Kokomo Pioneer Bcstrs., for new station at Kokomo and Chronicle Pub. Inc., for new station at Marion, Ind. both requesting 1400 kc, 250 w unlimited. Initial decision April 26.

WMRO Auroa, Ill.; WGBF Evansville, Ind.—Initial decision issued by Examiner Jack P. Blume to grant application of WGBF to change from 1280 kc 5 kw day 1 kw night to 1280 kc 5 kw unlimited and to deny application of WMRO to change from 1280 kc 250 w day to unlimited time using 100 w night. Initial decision April 26.

OPINIONS AND ORDERS

Loyola U., New Orleans—By memorandum, opinion and order affirmed staff action in referring to pending files petition of Loyola U. to amend TV application to substitute Channel 4 in lieu of Channel 10 at New Orleans. Commission had previously requested applicants to postpone filing of applications or amendments pending final determination of Rules and Standards and allocations proposed in proceedings. Order April 21.

Non-Docket Actions . . .

AM GRANTS

Litchfield, Ill. — Mid-Illinois Bcstg. Co., granted new station on 1540 kc, 1 kw day. Estimated construction cost $27,653.56. Principals in corporation include: Hayward L. Talley, engineer WOKZ, secretary-treasurer 39.08%; Roy Talley, farmer 14.38%; there are ten minor stockholders. Granted April 21.

Hanover, N. H.—Granite State Bcstg. Co. Inc., granted new station on 1400 kc, 250 w unlimited. Estimated construction cost: $10,150. Granite State Bcstg. is licensee of WTSA Brattleboro, Vt.; WTSV Claremont, N. H.; and WKBR Manchester, N. H. Granted April 21.

San Francisco—Grant R. Wrathall granted new station on 1010 kc, 1 kw, esg. cond. Estimated construction cost: $23,200. Mr. Wrathall is a consulting engineer and holds radio interests as follows: 50% KDON Santa Cruz; KUTA Salt Lake City and KGEM Boise, Ida.; 23.1% Ephrata, Wash.; 15% KOPR Butte, Mont.; 12.5% KIFI Idaho Falls, Ida.; KEIO Pocatello and KLIX Twin Falls, Ida.; 1.5% WLOU Louisville, Ky. Granted April 21.

Corning, N. Y.—Corning Leader Inc., granted new station on 1540 kc, 250 w unlimited. Estimated construction cost: $6,750. Corning Leader Inc., is licensee WKNP-FM Corning and WELM Elmira, N. Y. Granted April 21.

West Bend, Wis.—West Bend Bcstg. Co., granted new station on 1470 kc, 500 w day. Estimated construction cost: $17,368. Principals include: Paul J. Mueller, 2% owner WMIL Milwaukee and ex-chief engineer that station, president 14%; Paul Ripple, WMIL engineer, secretary 12%; Carl Rhode, lab technician for AC Spark Plug Division, General Motors Corp., treasurer 12%; Wendell S. Ciganek, owner Central Radio Parts, Milwaukee, vice president 12%; August C. Berkholtz, theatre and hotel properties at West Bend and Two Rivers, Wis. Granted April 21.

WCEN Mt. Pleasant, Mich.—Granted increase in power from 500 w to 1 kw daytime on 1150 kc. Granted April 21.

WFHG Bristol, Va.—Granted switch in facilities from 860 kc, 1 kw day to 980 kc, 1 kw unlimited, directional night. Eng. cond. Granted April 21.

FM GRANT

Sanford, N. C.—Lee Bcstg. Corp. granted new Class A FM station, Ch. 288 (05.5 mc) ERP 490 w, ant. 340 ft. Lee Bcstg. Corp., is licensee WWGP AM outlet at Sanford. Estimated construction cost $4,119. Granted April 21.

TRANSFER GRANTS

KTOP Topeka, Kan.—Granted assignment of license from T. Hall Collinson tr/as Collinson Bcstg. Co., to Charles B. Axton for $52,500. Mr. Axton has been a radio artist for many years. He is presently sales manager WREN Topeka, Kan. KTOP is assigned 5 kw unlimited on 1250 kc, directional. Granted April 21.

KRSC Seattle, Wash.—Granted transfer of control in Radio Sales Corp., licensee, from P. K. Leberman, Robert E. Priebe and John E. Ryan Jr., to Sheldon Sackett for a consideration of $112,500. Mr. Sackett is owner of KROW Oakland, Calif., 95% owner KOOS Coos Bay Ore., and 77¼% owner of KVAN Vancouver, Wash. KRSC operates with 1 kw unlimited on 1150 kc. Granted April 21.

WORA Mayaguez, P. R.—Granted transfer of 160 shares of stock in Radio Americas Corp., licensee from Mrs. Joefa B. Vda. de Ramirez Arellano to Mr. Alfredo R. de Arellano Jr., her son, for a consideration of $5,000. WORA is assigned 1 kw unlimited on 1150 kc. Granted April 25.

OPERATIONS SUSPENDED

KGFN Grass Valley, Calif.—Joe D. Carroll granted final extension of authority to remain silent to April 30, for financial reorganization. Action taken April 24.

WJEM Springfield, Ohio—Champion City Bcstg. Co., granted request to remain silent for 90 days pending completion of plan for reorganization. Action April 21.

WRGK Brookfield, Ill.—WRGK Inc., granted request to remain silent until June 27. This is final authorization to do so. Extension of completion date for FM station was granted to same date. Action April 21.

Deletions . . .

FOUR FM AUTHORIZATIONS were reported deleted last week by FCC. Total to date: AM 17; FM 41; TV 2.

WTNB-FM Birmingham, Ala.—Pilot Bcstg. Corp. CP March 7. Forfeiture.

WMSL-FM Decatur, Ala.—Tennessee Valley Bcstg. Co. Inc. CP Feb. 28. Forfeiture.

WSUA-FM Bloomington, Ind.—Radio Station WSUA Inc. CP March 7. Forfeiture.

KVNJ-FM Fargo, N. D.—Northwest Bcstg. Co. License April 20. Cancelled AM operation.

New Applications . . .

AM APPLICATIONS

Pocahontas, Ark.—Pocahontas Radio Inc., 1420 kc, 1 kw day. Estimated construction cost: $19,281. Principals in corporation include: A. J. Baltz, owner Blatz Implement Co., and holder of real estate and farming interests, president 41⅔%; Rufus D. Haynes, doctor of optometry, vice president 33⅓%; Adrian L. White, sales manager KDRS Paragould, Ark., 25%. Filed April 21.

Atlanta, Tex. — Ark-La-Tex Bcstg. Co., 900 kc, 1 kw day. Estimated construction cost $14,321. Principals include: Herman H. Wommack, vice president Wommack's Inc., men and boys clothing store, 85%; David A. Wommack, chief engineer KTFS Texarkana, Tex., 15%. Filed April 21.

Pottstown, Pa.—East Penn Bcstg. Co., 1370 kc, 1 kw daytime. Estimated construction cost $16,975. Principals include: David W. Jeffries, plant manager WESB-AM-FM Bradford, Pa., 50%; Joseph V. Lentini, salesman for Joseph F. Ventura, wholesalers, 50%. Filed April 20.

Campbellsville, Ky.—Taylor County Bcstg. Co., 1450 kc, 250 w unlimited. Estimated construction cost: $20,950. Principals include: R. P. Thompson, owner and operator Walker & Thompson Drug Store (Walgreen agency), president 33⅓%; Ray Smith, co-owner Scott & Smith Dept. Store (retail dry goods), vice president 33⅓%; M. M. Hall, medical doctor, secretary-treasurer 33⅓%. Filed April 19.

Walton, N. Y.—Delaware County Bcstg., 1270 kc, 1 kw day. Estimated construction cost: $20,150. Principals include: Dr. E. Odgen Bush, dentist, president 25%; Elmer Kellam, Member of Assembly of New York State, vice president 25%; Hyman E. Mintz, assistant attorney general New York State, secretary 25%; Muriel M. Kyle, housewife and school teacher, treasurer 25%. Filed April 19.

Nashville, Tenn.—H. C. Young Jr., 1470 kc, 1 kw day. Estimated construction cost $20,700. Mr. Young is owner of Salesmen Outdoor Advertising Co. He was previously announcer at WKDA and WMAK Nashville, and program director WKEU Griffin, Ga. Filed April 19.

FM APPLICATIONS

Mesa, Ariz.—Sun Valley Bcstg. Co., Class B FM station, Ch. 284 (104.7 mc), ERP 50 kc, ant. 142 ft. Estimated construction cost $18,016.75. Applicant is licensee of KTYL AM outlet at Mesa. Filed April 19.

Lexington, Ky. — American Bcstg. Corp., Class B FM station, Ch. 233 (94.5 mc), ERP 5 kw, ant. 350 ft. Applicant is licensee of WLAP AM outlet at Lexington and this is application for reinstatement of previously held CP. Filed April 19.

Kalamazoo, Mich.—Western Michigan College of Education, noncommercial education FM station, Ch. 216 (91.1 mc) ERP 400 w. Filed April 20.

TV APPLICATION

St. Louis, Mo.—220 North Kingshighway Inc., Ch. 7 (174-180 mc) ERP 48.6 kw vis., 24.3 kw aur., ant. 509 ft. Estimated construction cost: $332,050, estimated first year revenue $125,000 to $150,000. Principals in corporation include: Sam Koplar, president Embassy Invesment Co., board of directors San Janet Apt. Hotel Co., Forest Park Hotel Co. and Hotel Management Inc., president 5%; Harold Koplar, vice president Hotel Management Inc., vice president and general manager Chase Hotel, treasurer and general manager Forest Park Hotel, vice president 45%; Jeanette Koplar, treasurer and member of board of directors San Janet Apartment Hotel, president Montgomery Investment Co., treasurer 10%; Lillian Koplar Shenker, attorney, 15%; Betty Dolores Koplar, student, 20%; Morris A. Shenker, lawyer, secretary 5%. Filed April 21.

TRANSFER REQUESTS

KMED Medford, Ore.—Assignment of license from Mrs. W. J. Virgin, licensee to Radio Medford Inc. for $290,000. Principals in new corporation include: H. B. Murphy, stockholder in Pinnacle Packing Co. Inc. (fruit growers, packers, storage, etc.), treasurer 20%; Dwight Findley, physician and surgeon, assistant treasurer 20%; V. J. Robinson ⅓ interest in Daniels-Robinson Ins. Agency, president 10%; Winifred J. Robinson, ⅓ interest Daniels-Robinson Ins. Agency, 10%; B. L. Lageson, dentist, assistant secretary 20%; J. L. DeArmond,, 50% owner Ross & De Armond Lumber Co. Inc., vice president 10%; William M. McAllister, attorney and 51% stock holder in Medford Tank Lines, secretary 10%. KMED operates with 5 kw day, 1 kw night on 1440 kc. Filed April 26.

KRUX Glendale, Ariz.—Acquisition of control in Radio Arizona Inc., licensee, by Renee S. Donnet Cushman through purchase of 315 sh. of stock from Gene Burke Brophy for $31,500. Mrs. Cushman recently acquired 10.27% interest in KRUX (Broadcasting, April

(Continued on page 84)

(Continued from page 78)

April 26 Applications . . .

ACCEPTED FOR FILING

License for CP

KALE Yakima, Wash.—License for CP new AM station.

Modification of CP

KVOL Lafayette, La.—Mod. CP to change frequency power etc. modified to increase daytime power from 1 kw to 5 kw etc.

WSYR-FM Syracuse, N. Y.—Mod. CP FM station to change ERP to 10 kw, ant. to 482 ft.

WLYC Williamsport, Pa.—Mod. CP new FM station to change name from Lycoming County Bcstg. Co. to Lycoming Bcstg. Co.

TENDERED FOR FILING

WXLW Indianapolis, Ind.—CP to change from 1590 kc 1 kw D to 1130 kc 1 kw D.

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue, New York
Murray Hill 2-8755

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Broadcast Music

DOWN THE LANE

*On Records: Russ Morgan—Dec. 24986; Jo Stafford-Gordon MacRae—Cap. 969; Lyn Duddy Singers—MGM 10702; Modernaires—Col. 38791; Del Casino—Caravan 302; Chuck Cabot—Atomic 1005; Claude Thornhill—Vic.**

On Transcription: Alan Holmes—Associated.

** soon to be released.*

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

COMMERCIALS

Maschmeier Defends Radio

A NEWSPAPER story by Columnist Robert C. Ruark approvingly speculating about a new "advertiser killer"—a gadget designed to tune out commercials—last week aroused WPTR Albany's Program Director H. W. Maschmeier to retort that Mr. Ruark should take a look at his own medium before talking about radio.

"Yes, Mr. Ruark," he said, "and all you other scribes of press, magazines and other printed media, don't crow about over-commercialism in radio (or TV for that matter)—not until you have a much smaller ratio of 'commercial' to news space in your own media."

Mr. Maschmeier's answer, sent to BROADCASTING, suggested that "as a matter of fact, it might not be a half-bad idea for all of us in radio to plug the fact that radio is 'less commercial' than practically any other medium of mass communication."

Why The Victim?

"While we're on the subject," he said, "let's think of all the swipes taken by press and magazines in the immediate postwar period on the so-called 'over-commercialism' of American radio. On that one, ask the millions of GI's who had to listen to the dull programming of the BBC during the war, and [who] sent, many, many letters to those of us with the American Forces Network in the ETO, asking us to put in some of the commercials they missed from USA radio.

"Radio, without the right to editorialize (until recently, then in half-fashion only) has been unable to answer these attacks. This, of course, has been the good fortune of press and magazines, since where do you find more over-commercialism than in those fields (have you tried reading *Time* or *Life* lately?).

"For that matter thanks to the listing of columnists and news departments on the front of the *World Telegram*, I can sometimes, with the aid of my tri-focals and three lamps, find the news and columns in among the mountains of ads and commercials."

Ziv Moves N. Y. Office

FREDERIC W. ZIV Co.'s New York offices effective today (May 1) will move to 488 Madison Ave. The company will occupy a 20-office suite on the fifth floor of the building.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

1873 Frank Ramsay McNinch 1950

FUNERAL services for Frank Ramsay McNinch, chairman of the FCC from 1937 to 1939, were conducted Sunday, April 23, at Second Presbyterian Church of Charlotte, N. C., with burial in Charlotte's Elmwood Cemetery.

Mr. McNinch, who would have been 77 last week, died in a Washington hospital on April 20 [BROADCASTING, April 24]. He had been in ill health and his condition worsened the preceding day when he developed pneumonia.

Drafted by President to "clean up the mess" at the FCC, Mr. McNinch initiated a reorganization of the agency after he assumed office on Oct. 1, 1937. He was named to fill the vacancy created by the death of Chairman Anning Prall on July 2 that year.

Under his direction the division system of organization was abandoned, the posts of division directors were abolished, and the examiners division was eliminated. He was frequently accused of planning a strict censorship, but denied the charges.

Mr. McNinch joined the Commission with a wide reputation as an administrator, having served as a member of the Federal Power Commission since 1930 and as its chairman since 1933. When his FCC nomination was first announced in August 1937 as an answer to Congressional demands for an FCC investigation, it was thought he would take a leave of absence from the power agency and return upon completion of the FCC assignment. He subsequently decided to resign the FPC post, however.

Went To Justice Dept

He left the FCC on Aug. 31, 1939, to become a special assistant to the Attorney General. He continued as a special advisor to the Justice Dept. until his retirement in 1946. His home was in Westmoreland Hills, Md.

Mr. McNinch was born in Charlotte on April 27, 1873. In 1900 he began the practice of law in Charlotte and five years later entered politics, winning election to the North Carolina House. He later served two terms—1917-21—as Charlotte's mayor and finance commissioner, and then returned to private law practice.

Although a Democrat, he supported Herbert Hoover against Alfred E. Smith in the 1928 Presidential election. As leader of the anti-Smith forces in North Carolina he figured prominently in that state's going Republican for the first time since Civil War days. He accepted President Hoover's appointment to FPC in 1930, after once rejecting it.

His liberal views on control and use of electric power—he advocated Government ownership of power sites, and strict regulations on private power procedures—also won

Mr. McNINCH

* * *

the approval of President Roosevelt, who promoted him to FPC chairman in 1933.

FCC Resolution

Following his death, the present FCC members adopted a resolution expressing "deep sorrow" at his passing and paying tribute to his service as FCC chairman until his health forced him to resign.

"His tenure as Chairman of the FCC for two years was a brief but important part of a lifetime almost exclusively devoted to the service of his state and his nation," the Commission declared.

"He brought a high standard to the performance of his public functions and was most exacting of himself in the conscientious performance of his duties. We mourn his loss as one who has fruitfully devoted his life to the public service."

Mr. McNinch leaves his wife, Huldah Groome McNinch, and two sons and three daughters.

FCC Roundup

(Continued from page 83)

10, p. 88), in addition she has extensive ranching interests. Mrs. Brophy will retain about 25% interest in station. KRUX operates with 250 w unlimited on 1340 kc. Filed April 26.

KXLO Lewistown, Mont.—Assignment of license from William G. Kelley and Victor J. Morgan d/b as Montana Bcstg. Co., to William G. Kelley tr/as Montana Bcstg. Co. for consideration of $8,500. KXLO operates with 250 w unlimited on 1240 kc. Filed April 5.

WGTN Georgetown, S. C.—Assignment of license from John T. Assey, Helen M. Assey and Harmon L. Duncan a partnership to a new corporation Georgetown Bcstg. Co. New members include J. B. Delzel, Sylvan L. Rosen, Lewis F. Freeman and Carol Eve Witt who provided necessary funds and made advances for construction and operation of station to the effect that a corporation would be formed. WGTN operates with 250 w unlimited on 1400 kc. Filed April 5.

TRANSFER REQUESTS

KBRL McCook, Neb.—Assignment of license from The McCook Bcstg. Co., licensee, a partnership composed of William J. Cox, LeRoy W. Lenwell, Edward Cooper and Arthur V. Henri to a corporation The McCook Bcstg. Co., Inc. New corporation involves no money transaction or change of stockholders. KBRL is assigned 250 w unlimited on 1450 kc. Filed March 30.

NAB's Manager

(Continued from page 24)

is higher in the upper brackets. The surplus is now building up again."

Judge Miller said Mr. Ryan's job will be an "inside position," having been created so the day-to-day operating functions could be handled while the president is out of Washington on high-level association business. This will leave him free to take part in a large number of functions in which NAB is active and carry the broadcasting industry's case to all corners and all elements of the political and economic life of the nation. He will repeat to the board next June an offer he made in February, 1949, at New Orleans, and has repeated at subsequent meetings, to register as a lobbyist.

As in past years Judge Miller will attend the autumn district meetings if individual district directors desire his participation. This will not affect management of the association since Mr. Ryan will remain on the job in Washington. Judge Miller has been asked by the U. S. Advisory Commission on Information and the State Dept. to inspect U. S. information services in Latin American nations but the matter was deferred by the board at its Chicago session. The trip would prevent his attendance at district meetings.

To Name Field Director

One of Mr. Ryan's earlier chores will be selection of a field director. The job was set up by the board last fall and carries a $10,000 salary ceiling. The field man will be expected to solicit memberships and contact present members. Among names already mentioned, it is understood, are Robert Enoch, retiring board member and formerly of KTOK Oklahoma City, and Edward M. Kirby, at one time NAB public relations director.

A few changes in the NAB staff are occurring, though Mr. Ryan is not exepected to make a sweeping overhaul [CLOSED CIRCUIT, April 24.] C. Meryl Sullivan, assistant director of research, has resigned effective May 1. Robert M. McGredy, assistant director of BAB, is understood to be leaving to accept a key post at WCAU-TV Philadelphia.

Dr. Kenneth H. Baker, NAB research director, will start spending two or three days a week at NAB headquarters now that the BMB Study No. 2 has been completed. (See separate BMB story page 23).

These are some of the items facing the new general manager, as he takes to NAB headquarters well over a decade of broadcast management experience.

ANPA Meet

(Continued from page 28)

zines . . . a potential for newspaper gains well worth going after."

And go after them the Bureau's salesmen did. First, they proposed that Sinclair use comic strip ads, which the continuing study of newspaper reading showed had attracted far greater average readership than other ads of the same size. Next, they arranged for readership tests in newspapers of Sinclair ads and kept working with the company and its agency until phenomenally high readership was obtained. When a change in Sinclair's distributing methods killed hopes for a nation-wide cartoon campaign, the bureau continued to work on the account, hammering home their argument that newspaper advertising can be used only in the markets desired by the advertiser and that they reach everybody in those markets. After several more disappointments, perseverance paid off. A test newspaper campaign produced good results and in this year of 1950 newspapers are Sinclair's No. 1 medium, a $1 million campaign using 235 newspapers in 145 cities.

Concluding this presentation, Sylvester M. Morey, president of Morey, Humm & Johnstone, the Sinclair agency, praised the bureau for "its farsightedness in developing the continuing study of newspaper reading."

Another of the bureau's success stories described how newspapers got the beet sugar campaign after the agency, Foote, Cone & Belding, had proposed "starting off with a strong blast in newspapers and then switching to radio to get heavy repetition of our message." Stressing the interest of women in food news in newspapers (another use of continuing study data), the bureau argued, according to the dramatization: "If you're going to break down long standing public prejudice and get over the various points about beet sugar that you need to cover, you will automatically be forced to use pretty long-winded commercials if you go on the air. That's pretty dull going on the radio. Also, you have a highly regional marketing problem and, as you well know, it's hard to buy good local spots whenever and wherever you need them."

How another type of research information, Industrial Surveys data on regional variations in the consumption of the various types of soft drinks, was used to get more than $3 million of Coca-Cola advertising into newspapers this year, substantially more than in 1949, was described in another bureau presentation. Others dealt with methods used to get the National Biscuit Co. and the various chain store organizations to increase their use of newspaper space.

While few broadcasters would find the arguments presented by the bureau convincing proof of the superiority of newspapers to radio as an advertising medium, the success of this cooperatively supported organization in increasing billings for newspapers should encourage the publisher-broadcasters who attended the session to give their strongest support to BAB and its work on behalf of the whole radio industry.

Irwin Maier, publisher of the *Milwaukee Journal* (WTMJ-AM-TV) and vice chairman of the bureau, concluding speaker of the session, told the publishers that "it's too early to say with certainty what effect television will have" and warned them against making any premature conclusions until they have enough facts to go on.

The question of the effect of TV on newspaper circulation was raised at Tuesday's meeting of the publishers of newspapers of from 10,000 to 50,000 circulation, to whom Matthew G. Sullivan, circulation manager of the Gannett newspapers, reported that a survey he had conducted produced little evidence of any harmful effects of TV on the sale of papers. The publishers from cities with video service corroborated this conclusion and seemed to agree that circulation losses reported in some West Coast cities were probably due more to raising the price of papers to seven cents a copy than to television.

ANPA reported a total of 778 newspaper members, of which 567 have circulations of less than 50,000, 151 of less than 10,000 and 38 of less than 5,000.

Hereafter all directors will be elected for three-year terms. The 28th place on the board is automatically held by the president of ANPA.

Directors elected Wednesday are:

For one-year term ending April 1951.
E. Bartlett Barnes, *Bristol* (Conn.) *Press*
W. A. Butler, *Holland* (Mich.) *Sentinel*
Sidney F. Harris, *Ottawa* (Kans.) *Herald*
P. L. Jackson, Portland *Oregon Journal* (KPOJ-AM-FM)
Samuel H. Kauffmann, *Washington Star* (WMAL-AM-FM-TV)
John G. Meilink, *Cleveland Press*
Roy D. Moore, Brush-Moore Newspapers (WHBC-AM-FM Canton, Ohio)
Eugene C. Pulliam, *Indianapolis Star* (WIRE)
Irwin Maier, *Milwaukee Journal* (WTMJ-AM-FM-TV)

For two-year term ending April 1952.
Philip Chandler, *Los Angeles Times* (KTTV (TV))
L. N. Bitner, *Elmira* (N. Y.) *Star-Gazette* (WENY-AM-FM)
Lester G. Bradley, *San Diego Tribune-Sun & Union* (KSDO-FM-AM)
E. M. Dealey, *Dallas Morning News* (WFAA-AM-FM)
F. M. Flynn, *New York Daily News* (WPIX (TV))
D. R. Merrill, *The Detroit News* (WWJ-AM-FM-TV)
Linwood I. Noyes, *Ironwood* (Mich.) *Globe*
George F. Russell, *Tacoma News Tribune* (KTNT-AM-FM)
Richard W. Slocum, *Philadelphia Bulletin* (WCAU-AM-FM-TV)

Mr. Slocum also was elected chairman of the Bureau of Advertising board of directors.

For three-year term ending April 1953.
Chesser M. Campbell, *Chicago Tribune* (WGN-AM-FM-TV)
Stuart M. Chambers, *St. Louis Post-Dispatch* (KSD-AM-FM-AV)
Williams Chandler, Scripps-Howard Newspapers
Clarence Hanson Jr., *Birmingham News & Age-Herald* (WSGN-AM-FM)
William R. Hearst Jr., *New York Journal American*
E. B. Stahlmean Jr., *Nashville Banner*
J. Hale Steinman, Lancaster (Pa.) Newspapers (Steinman Stations)
Joyce Swan, *Minneapolis Star & Tribune*
Walter White, *Lincoln Star* (KFAB)

Ex-officio: Edwin S. Friendly, president, ANPA.

730 KC GRANT

Easley Files Protest With FCC

PROTEST against FCC's grant of 500 w daytime on 730 kc to Arthur Wilkerson at Lenoir City, Tenn., has been filed with the Commission by Robert L. Easley, consulting engineer at Columbia, S. C., and 30% owner of WRNO Orangeburg, S. C. He asked the grant be set aside.

Mr. Easley charged the station, WLIL, had been built and unlawfully operated prior to FCC's grant and that the applicant later "used a false statement and influence on certain of the Commission's staff to promote a grant without hearing" and "without a complete investigation having been conducted." The petition alleged Mr. Wilkerson told FCC he had been "incorrectly informed and ill-advised" by Mr. Easley, who had prepared part of the application, assisted in building the station and supplied certain equipment.

Mr. Easley charged he had correctly informed Mr. Wilkerson of the Commission's rules several times and warned of violations. He contended the contrary representations allegedly made to FCC were being widely circulated by the applicant and unless corrected would damage his engineering practice. The petition said Mr. Easley traded "engineering services and broadcast equipment for merchandise and money" with Mr. Wilkerson and alleged the latter "tried to collect again" for the merchandise "claiming falsely he had not been paid." Mr. Easley has caused a state arrest warrant to be issued and the matter "has not yet been determined," the petition said.

Wilkerson Reply

In a reply brief, Mr. Wilkerson admitted he did erect the station prior to grant of the permit, but stated he acted "pursuant to the advice and counsel" of Mr. Easley and "denies most emphatically" that Mr. Easley "warned him not to proceed with this work." Mr. Wilkerson told FCC he did not know of the violation until so informed by Commission field engineers, at which time he took down the tower, removed the transmitter building and dug up the ground system.

The WLIL owner contended that if Mr. Easley had known the actions were violating FCC rules he should have reported them to FCC. Mr. Wilkerson alleged Mr. Easley "was personally testing the transmitter when detected."

Mr. Wilkerson further denied making false representations to FCC concerning the matter at any time and did not attempt to avert a full investigation. He also asserted he "has not widely circulated any reports or statements concerning" Mr. Easley "which are not true."

The reply stated Mr. Wilkerson has charged Mr. Easley with "fraudulent breach of trust" in Loudon County, Tenn., and that Mr. Easley has been indicted by the grand jury of that county. The brief said the consulting engineer is under $2,000 bond and his trial is set for the week of May 22.

Concerning the warrant for arrest which Mr. Easley said he has caused to be issued, Mr. Wilkerson stated he has not been served. He added he was served with two other such warrants but that Mr. Easley in each instance failed to appear at the preliminary hearing with the result both were dismissed for want of prosecution.

SCOTT RUSSELL

WESC President Dies

SCOTT RUSSELL, 54, president and treasurer of WESC and WESC-FM Greenville, S. C., died suddenly at Greenville on April 21.

He was majority stockholder of Greenville Broadcasting Co., the licensee firm, which founded WESC in 1947 and WESC-FM in 1948. Two sons, James S. and Ben S., are among the minority stockholders.

Mr. Russell, a native of Atlanta, was an attorney and manufacturing executive before entering the radio field. He formerly practiced law at Macon and was executive vice president and subsequently president of Bibb Mfg. Co., Macon, until he resigned in 1943 to become counsel for the Senate Committee on Postwar Economic Policy and Planning.

He later served for a time as manager of the Aeronautical Chamber of Commerce of America and practiced law in Washington from January 1945 until he moved to Greenville to operate WESC.

Upcoming

May 9: BMB board meeting, New York.

May 9-11: IRE-AIEE-RMA Conference, Dept. of Interior Auditorium, Washington.

May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.

May 25-26: Virginia Assn. of Broadcasters annual meeting, Tides Inn, Irvington, Va.

May 31-June 2: Forty-sixth annual convention, Advertising Federation of America, Statler Hotel, Detroit.

June 1-3: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.

June 5: Pennsylvania Assn. of Broadcasters annual membership meeting, Bedford Springs, Bedford, Pa.

BASEBALL
SOUND EFFECT RECORDS
5 D/F SPEEDY-Q DISCS COVER ALL REQUIREMENTS $10. or [2. ea]
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At Deadline...

DAYLIGHT TIME UNDER WAY WITH SPLIT NETWORK SYSTEM

FOUR national networks invoked split network system to cope with arrival of daylight saving time many places in country at 2 a.m. yesterday (April 30). System like that in use in former years, with programs being fed as usual to cities going to DST and recorded for rebroadcast hour later to cities remaining on standard time [BROADCASTING, April 17].

Purpose is to keep shows arriving at accustomed hours locally. Exceptions to system are ABC's *Stop the Music*, which because of telephone call format will be broadcast live throughout nation, and Mutual's daily baseball broadcasts. MBS will feed games live everywhere except to West Coast, where recorded rebroadcasts are scheduled.

Washington, D. C., radio and TV schedules scrambled by Congressional delay in putting through legislation authorizing DST. WWDC, independent, not affected and all programs will be at usual hour. CBS network programs from WTOP will come by way of Chicago with no local disruption. WMAL (ABC) programs not affected but WMAL-TV will lose on network shows 7 to 8 p.m. *Super Circus* telecast Sunday at 5 p.m. scheduled one hour earlier. Some programs will be kinescoped and run week later.

WEAM, MBS affiliate, will be provided with both daylight and standard program service entailing no schedule changes. WOIC (TV) will telecast all shows one hour earlier. WRC using recordings via Chicago to carry NBC programs at same time but WNBW (TV) NBC-TV programs carried hour earlier. Some local WNBW programs unchanged.

House of Representatives late Thursday agreed by unanimous consent to consider today (Monday) daylight saving time for District of Columbia.

HUFFINGTON RESIGNS

B. WALTER HUFFINGTON, general manager of WSAP-AM-FM Portsmouth, Va., has submitted resignation to board. He based action on long period of disagreement over operating policies. Before joining WSAP he had been national radio director of American Red Cross and prior to that had been with southeastern stations. Jack Norfleet, of WSAP sales staff, has assumed managerial duties.

GOP ASKS EQUAL TIME

EQUAL TIME requested by Republican National Committee on four national networks May 16, 11:30-12 midnight, to reply to President Truman's May 15 address in that period climaxing National Democratic Conference and Jefferson Jubilee in Chicago. At BROADCASTING press time both ABC and MBS had advised GOP time requested was reserved for their use. Earlier in evening, May 15, President Truman is to be on four networks also to help launch Treasury Dept.'s Independence Drive for Savings Bonds.

AT&T RELAY PROJECT

RADIO relay between Denver and Omaha, to provide two broad-band TV channels each direction, proposed by AT&T Thursday at FCC. Commission reported it has accepted AT&T's revised interconnection rules for inter-city TV relay services.

TV SYSTEM PANEL STARTS UHF TRANSMITTER STUDY

SPECIAL PANEL of National Television System Committee has launched "intensive investigation" of transmitter requirements for both UHF and color television, NTSC announced Thursday. Study is one of several being undertaken by NTSC looking to preparation of report and recommendations to FCC with respect to technical basis for "a truly nation-wide television service in both monochrome and color," it was pointed out. Transmitter panel is headed by P. J. Herbst, RCA Victor. Membership was announced as follows:

A. Talamini, DuMont Labs., vice chairman; W. F. Bailey, Hazeltine Electronics Corp.; D. L. Balthis, Westinghouse; F. J. Bingley, Philco; Dr. J. G. Brainerd, Moore School of Electrical Engineering, U. of Pennsylvania; R. D. Chipp, DuMont Labs.; L. Morgan Craft, Collins Radio Co.; William E. Evans, Stanford Research; Frank G. Kear, consulting radio engineer; C. D. Kentner, RCA; R. M. Morris, ABC; John Siebert, NBC; Harry Smith, DuMont Labs.; W. P. Short, Raytheon Mfg. Co.; I. R. Weir, General Electric; N. H. Young, Federal Telecommunications Lab.

NTSC, industry-wide group organized by RMA, is headed by Dr. W. R. G. Baker, GE vice president.

MAX BALCOM ELECTED SYLVANIA BOARD CHAIRMAN

MAX F. BALCOM, with Sylvania Electric Products since 1918, elected chairman of board succeeding late Walter E. Poor. Frank A. Poor, founder of company, was elected vice chairman. Mr. Balcom is past president of Radio Mfrs. Assn. and is chairman of RMA's Television Committee.

Sylvania sales of $29,347,911 in first quarter of 1950 set alltime record, with earnings of $1,225,844 equal to 77 cents per share after deducting preferred dividends. Orders for first quarter nearly 30% in excess of shipments, building up backlog in several lines. Second quarter seasonal decline expected to be less severe this year.

CBS LOS ANGELES PLANS

PROBABILITY that CBS will acquire own television station as well as large studio facilities in Los Angeles arose from reports of shopping tour in West of William S. Paley, CBS board chairman, last week. At least two stations—Don Lee's KTSL (TV) and *Los Angeles Times*' KTTV (TV)—considered by Mr. Paley. CBS already owns 45% interest in KTTV, has reportedly advised *Times* it would buy other 55% at right price but *Los Angeles Times*, 55% owner, says it is not for sale. Network known to be hopeful of building up own television facilities in Los Angeles as soon as possible.

McAVITY GETS POST

TOM McAVITY, for 20 years radio producer-director and now directing CBS *Corliss Archer* and MBS *The Saint*, May 8 joins CBS Hollywood as radio production supervisor. He will work directly with Harry Ackerman, CBS Hollywood vice president in charge of network radio and television programs.

WSGW NAMES PEARSON

WSGW Saginaw, Mich., has appointed John E. Pearson Co. as national representative, according to Robert W. Phillips, vice president of Booth Radio & Television Stations Inc. and general manager of WSGW. The station expects to go on the air early this month on 790 kc as 1000 w fulltime outlet and MBS affiliate.

Closed Circuit

(Continued from page 4)

Gen. Walter Bedell Smith, former Ambassador to Russia, and Maj. Gen. Walter G. Farrell USMC retired (see early story page 27).

NAB planning mid-June "indoctrination" course for 10 new board members to replace proposed May 12 session. Scheduling of Washington catechism adjacent to June board meeting saves cost of extra trips and gives new headquarters regime chance to prepare training material.

MOTOROLA Inc., Chicago, television sets starting spot announcement test campaign in three markets this month through its recently appointed agency, Ruthrauff & Ryan, New York. In addition agency is looking for network television program.

YOU CAN expect sharp retorts to article in May *Harper's* by Producer-Writer John Houseman, that with development of TV, radio will fulfill "minor, but useful" faction as carrier of music and disseminator of cultural items. Article, based on Audience Research polls, says theory that TV is "novelty that will wear off" is erroneous.

GOAR MESTRE, owner of Radiocentro, operating three of Havana's largest stations as well as CMQ Network, is in United States in connection with plans for launching television operations in Cuba. He is visiting stations along the eastern seaboard as well as equipment and program suppliers.

AMERICAN CIGAR & CIGARETTE Co., New York (Pall Mall cigarettes), through its agency, Sullivan, Stauffer, Colwell & Bayles New York, preparing schedule of spot announcements in secondary markets to start in mid-May wherever its network program *The Big Story* does not saturate.

ALTHOUGH horse racing is made main issue of federal crusade against gambling, independent studies indicate that there are more bets placed on play-by-play baseball and basketball games in "bookie" establishments than on horses.

METRO-GOLDWYN-MAYER top brass will visit Chicago within fortnight to discuss possible leasing of feature films to Zenith Radio Corp. for its Chicago Phonevision test next fall. Comdr. Eugene F. McDonald Jr., president of Zenith, still declines to give names of film firms which will supply movies for test but admits turndowns from 20th Century-Fox, RKO and Paramount.

KANS WINS FIRE AWARD

NATIONAL Board of Fire Underwriters announced KANS Wichita was winner of gold medal award for "outstanding public service in fire prevention" in 1949. Honorable mentions awarded to WEBR Buffalo, WJEF Grand Rapids, KONO San Antonio, KELO Sioux Falls and KSYC Eureka, Calif.

SPORTS RADIO TAX PROTEST

NEW JERSEY Broadcasters Assn. will discuss plans to oppose state bill to levy 10% tax on radio and TV rights at boxing and wrestling matches when group meets May 5-6 at Haddon Hall, Atlantic City. Bill already has passed House and is pending in Senate. Commissioner Robert F. Jones, of FCC, to be principal speaker with Carl Mark, WTTM Trenton, presiding as NJBA president.

SHOW WINS PLACE

in best-bet televiewing tips

No "dark horse" is Melody Showcase. It's top-notch video entertainment because WLW-Television has the talent, the facilities, the know-how to produce such shows.

In fact, WLW-T is the only station in this *red-hot* video market, and one of the few in the Midwest, which can offer programs of "major network caliber."

So small wonder that the three micro-wave-linked Crosley stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—have an average Share of Audience of *52.0% from 11 AM to 11 PM, seven days a week.* Compare this to an average of 29.0% for the other five TV stations located in these three cities.*

Compare costs, too. There is only one other market in the Midwest in which advertising impressions can be delivered for less than those delivered by WLW-Television . . . as low as 18c per thousand set owners.

If you're planning an advertising campaign, investigate simulcasts on the three WLW-Television stations—the ideal method of showcasing your product in the

3RD LARGEST TV MARKET IN THE MIDWEST
7TH LARGEST TV MARKET IN THE NATION**

For complete details, contact any of the WLW-Television Sales Offices in Cincinnati, New York, Chicago, Hollywood, Dayton or Columbus.

* Videodex Reports, March, 1950
**NBC Television Data Chart, March 1, 1950

VARIETY

Wednesday, March 1, 1950

MELODY SHOWCASE
With Rita Hackett, Peter Grant, Ann Ryan, Bob Shreve, Corky Robbins, Betty Clooney, Gene Griffin, Joe Lugar's Orch
Producer: Jim Hill
Writer: Rita Hackett
30 Mins.; Sun., 7 p.m.
CROSLEY APPLIANCES
CROSLEY-TV, from Cincinnati

This Sunday supper musical refresher is the most pretentious video work originating in Cincy. It is smooth, fast moving and packs showmanship of major network caliber. Talent includes seasoned Crosley staffers.

Jim Hill's production is top-notch. Several sets are used and special backdrops spice atmosphere for theme of continuity with timely pointing. Similar application goes for demonstration plugs on Crosley TV receivers and refrigerators. Sponsorship locally is by the Modern Distributing Co. and Pogue's department store. For show relays to the two other Crosley video stations, the tagging is by the Miami Valley Distributing Co. on Dayton's WLW-D, and by Scioto Sales, Inc., on WLW-C in Columbus, O. Rita Hackett and Peter Grant attend to the blurbing in style.

Joe Lugar's full-complement orch does a swell job of backgrounding.

Stanza caught depicted railway travel to locales of featured songs. Corky Robbins, roly-poly Baldwin thumper and warbler, socked "Georgia On My Mind." Bob Shreve, above-par tenor, registered "It's a Lovely Day" in a duet with Betty Clooney, vivacious chirper. Shreve also supplies the small portion of comedy injection. In this instance he soloed "Boots and Saddles" while rolling a cigaret and toying with a lariat in cowboy costume.

Ann Ryan, standout songstress, took care of "April in Paris" with polished dramatics. Gene Griffin, handsome and up-and-coming tenor, teamed with Miss Clooney on "Wind and Rain in Your Hair." Shreve and Miss Ryan doubled on "Beyond Blue Horizon."

Miss Hackett and Grant emcee the proceedings quite cleverly.

Koll.

WLW-TELEVISION

WLW-T CINCINNATI **WLW-D DAYTON** **WLW-C COLUMBUS**

Television Service of The Nation's Station • Crosley Broadcasting Corporation